



# **INTERNATIONAL NEGOTIATION:**

**A CASE STUDY IMPLEMENT BY  
SYARIKAT AIR MELAKA BERHAD**

**MARDIANA BTE MAHADI**

**2009669726**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(HONS) INTERNATIONAL BUSINESS**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**APRIL 2011**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)**  
**INTERNATIONAL BUSINESS**  
**FACULTY OF BUSINESS MANAGEMENT**  
**UNIVERSITI TEKNOLOGI MARA**

**'DECLARATION OF ORIGINAL WORK'**

I, Mardiana Bte Mahadi (I/C NO: 880302-30-5028)

Hereby, declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: .....

Date: 5 APRIL 2011

## **LETTER OF SUBMISSION**

APRIL 2011

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled 'INTERNATIONAL NEGOTIATION: A CASE STUDY IMPLEMENT BY SYARIKAT AIR MELAKA BERHAD' to fulfil the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

(MARDIANA BTE MAHADI)

2009669726

Bachelor of Business Administration (Hons) International Business

## **ABSTRACT**

International negotiation is the link between international planning and implementation. The ability to negotiate successfully may very well depend on the efforts being put into preparatory activities, leading to the purpose of this research, to gain a better understanding of pre-negotiation in an international context, by exploring, describing and partly explaining the process.

This study is to examine the factors causing the negotiations process implement by the Syarikat Air Melaka Berhad. This study aimed to focus on the factors that will affect the successful of negotiation session in Syarikat Air Melaka Berhad.

This study will determine the negotiation process that has been implemented or will be implementing by SAMB to improve their negotiation process. On the other hand, this study will highlight the process that may need some improvement in the negotiation activity in order to achieve 100 percent success in international negotiation.

In this study, the researcher collects the information from the interviews, website and secondary data such as journal, article and text book. The collected data are discussed, compared and then finally used to draw general conclusions. After all data has been gathered, it will be interpreted to make it sense for supporting the problems identified.

In conclusion, some suggestion and strategies have been made to minimize the problem occur in SAMB. This is important because it will improve negotiation process that happen in SAMB that relate in the international company.

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