



**THE MOTIVES OF STRATEGIC ALLIANCES AMONG
CONSTRUCTION COMPANIES IN JOHOR BAHRU**

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DECLARATION OF ORIGINAL WORK



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BUSINESS
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I, MARLINA BINTI ISMAIL , (I/C Number: 870111-23-5312)

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- 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: _____

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LETTER OF SUBMISSION

Date of submission

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Dear Mdm,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE MOTIVES OF STRATEGIC ALLIANCES AMONG CONSTRUCTION COMPANIES IN JOHOR BAHRU” to fulfil the requirement as needed by the Faculty of Business Management, University Teknologi Mara.

Thank you

Yours sincerely

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ABSTRACT

Strategic alliances are a vital and popular alternative for survival and growth of the company in order to face with the intense and global competition. Nowadays, strategic alliances are becoming an increasingly important in construction industry. Malaysia began develop its construction industry since independence and this industry plays an important role in generating wealth as well as improving the quality life of Malaysian. The purpose of this research is to determine and understand why construction companies in Johor Bahru are opting for strategic alliances. The research aims in assisting construction companies in order to be a major industry in the country.

This research used primary and secondary data in order to gather the data. The findings are being interpreted using correlation coefficient in order to test the hypotheses. This research also used descriptive statistics in order to find out the most preferable motives of alliances among construction companies in Johor Bahru. Based on the findings, resources, learning and transaction cost have positive relationship with strategic alliances. Besides, it also shows that learning is the most preferable motive of strategic alliances among construction companies in Johor Bahru.

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