



**COMPETITOR'S ANALYSIS:
AN EMPIRICAL STUDY ON
SIRIM QAS INTERNATIONAL SDN. BHD.**

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APRIL 2010

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK“

I, NURHAMIZAH BINTI AMENZA, (I/C Number: 861226-43-5950)

Hereby, declare 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: _____

LETTER OF SUBMISSION

26 April 2010

En. Norazman Bin Harun
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**COMPETITOR’S ANALYSIS: AN EMPIRICAL STUDY ON SIRIM QAS INTERNATIONAL SDN. BHD.**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,

Nurhamizah Binti Amenzah

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ABSTRACT

The main issue of this report is on analysis towards competitors of SIRIM QAS International Sdn. Bhd. I manage to know some of the competitors from the Corporate Affairs and Marketing Department. They keep track the competitors from time to time in order to compete aggressively.

The purpose of this study is to know which part of competitor's must be analyzed. The important point may help SIRIM QAS International Sdn. Bhd. to know the strength and weaknesses of themselves and also competitors.

The method that I am using to get information is by observing the competitor's website. Normally, they state all of information directly. Since I have been assign by the department to analyze the competitor's website, I get more experience and get to know the competitors better. Then, I am also referring to other types of secondary data such as journal, pamphlet and websites to complete this report.

The expected finding from this study can be use by the Affairs and Marketing Department to know the other way of analyzing competitors other than the SWOT itself. They may use it as reference to success and get higher achievement compare to the others.

CONTENT	PAGE
LETTER OF DECLARATION	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLES	v
LIST OF FIGURES	v
ABSTRACT	vi
CHAPTER 1: INTRODUCTION	1
1.1 Background of the Company/study	1
1.2 Issue statement	3
1.3 Issue and Elements of the study	4
1.4 Objectives of the study	4
1.5 Definition of Terms	5
CHAPTER 2: LITERATURE REVIEW	7
2.1 Competitor Analysis	7
2.2 Company Objective	8
2.3 Assumptions	11
2.4 Strategies	12
2.5 Resources & Capabilities	17
CHAPTER 3: RESEARCH METHODOLOGY	20
3.1 Data Collection Method	20
3.2 Data Presentation	21
3.3 Work Schedule	21
CHAPTER 4: FINDINGS, CONCLUSION & RECOMMENDATIONS	22
4.1 FINDINGS	22
4.2 CONCLUSION	31
4.3 RECOMMENDATIONS	32