



**THE COMPETITIVE ADVANTAGE OF
GETTING TENDER :
A CASE STUDY OF UNITED ENGINEERS MALAYSIA
BERHAD**

**NURUL AZWA BT ISMAIL
2007129657**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDAR MELAKA**

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

“DECLARATION OF ORIGINAL WORK”

I, NURUL AZWA BT ISMAIL, (IC: 861020-56-5602)

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 degrees.
- This project paper is the result of my independent work and investigation except 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

DATE: 17th May 2010

The Head of Program
Bachelor of Business Administration
(Hons) International Business
Faculty of Business Management
University Teknologi Mara
No. 110, Off Jalan Hang Tuah
75200 Melaka.

Dear Madam,

SUBMISSION OF FINAL REPORT

Attached is the final report titled "**THE COMPETITIVE ADVANTAGE OF GETTING TENDER : A CASE STUDY OF UNITED ENGINEERS MALAYSIA BERHAD**" to fulfill the requirement as needed by Faculty of Business Management University Technology Mara.

Thank You.

Your Sincerely,

NURUL AZWA BT ISMAIL
2007129657
Bachelor of Business Administration (HONS) International Business

LETTER OF TRANSMITTAL

Nurul Azwa Bt Ismail
Bachelor of Business Administration
(Hons) International Business
Faculty of Business Management
University Teknologi Mara
No. 110, Off Jalan Hang Tuah
75200 Melaka.

En. Idris
Lecturer/Advisor
Faculty of Business Management
University Teknologi Mara
No. 110, Off Jalan Hang Tuah
75200 Melaka.

Dear Sir,

SUMISSION OF FINAL REPORT

Enclosed herewith is a thesis entitled "**THE COMPETITIVE ADVANTAGE OF GETTING TENDER : A CASE STUDY OF UNITED ENGINEERS MALAYSIA BERHAD**". I hope this thesis will meet requirement and expectation from you and the faculty. Thank you very much for all the guidance and support you have generously rendered upon the completion of the thesis.

THANK YOU VERY MUCH FOR YOUR TIME AND CONSIDERATION.

Your Sincerely,

NURUL AZWA BT ISMAIL
2007129657
Bachelor of Business Administration (HONS) International Business

ABSTRACT

This case study explored the criteria used by United Engineers Malaysia Berhad (UEM) and also their competitors in terms of getting into tender. UEM has their own competitive advantage which is their subsidiaries. A competitive advantage exists when the firm is able to deliver the same benefits as competitors but at a lower cost, or deliver benefits that exceed those of competing products.

The main issue is either the competitive advantage that UEM have can help them to get the tender compared to other competitors. This issue deeply explained in the report in order to be more clarifying for understanding of criteria to get into tender. Some of the suggestions have been explained to make sure UEM concern more about their competitive advantage.