



**A STUDY ON  
PERFORMANCE MANAGEMENT TO BE A SUCCESSFUL  
IN EVENT MANAGEMENT**

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**NOVEMBER 2009**



**BACHELOR OF BUSINESS ADMINISTRATION  
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**“DECLARATION OF ORIGINAL WORK”**

**I, SYAHIRAH BINTI OSMAN, (IC: 850521-07-5368)**

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: 3<sup>rd</sup> NOVEMBER 2009

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 “ **A STUDY ON PERFORMANCE MANAGEMENT TO BE SUCCESSFUL IN EVENT MANAGEMENT IN SKI PRODUCTION AND MARKETING (M) SDN BHD**” to fulfill the requirement as needed by Faculty of Business Management University Technology Mara.

Thank You.

Your Sincerely,

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## LETTER OF TRANSMITTAL

Syahirah binti Osman  
Bachelor of Business Administration  
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Dr. Noor Azam Bin Abdul Aziz  
Senior Lecturer/Advisor  
Faculty of Business Management  
University Teknologi Mara  
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75200 Melaka.

Dear Madam,

### **SUMISSION OF FINAL REPORT**

Enclosed herewith is a thesis entitled “ **A STUDY ON PERFORMANCE MANAGEMENT TO BE SUCCESSFUL IN EVENT MANAGEMENT IN SKI PRODUCTION AND MARKETING (M) SDN BHD**”. 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,

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SYAHIRAH BINTI OSMAN  
2007129607  
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## **ABSTRACT**

These case studies explore the performance management to be successful in event management by Siti Khadijah Ibrahim (SKI) production and marketing (M) sdn bhd and the theories. Performance management objectives of the Company should provide the achieve target and goal, the organization clear about mission and vision. Focused on determining the prevalence and perceived effectiveness of performance in event management and organization to make project management success and running smooth Next, the Company should evaluating the event based upon these goals is essential to measuring the performance in the organization. Often the only measurement criteria for an event are the profit at the end of the day. To make sure all team member understand definition of performance to improve and perform better.

The main issue of this study is to explore the performance management to be success in event management taken by SKI production and marketing to improve performance and avoid project fail or delay. This issue deeply explained in the report in order to be more clarifying for understanding of performance management. Some of the suggestions have been explained in enhancing the performance management that are practiced in SKI Production and marking sdn bhd.