



**UNIVERSITI TEKNOLOGI MARA**

**Business Revival through Operational Process  
Re-Engineering;  
The Case of Permint Plywood Sdn. Bhd.**

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## **Abstract**

Strong demand for plywood products has probably lured manufacturers to increase their production. This has also being an eye opener for us to study on the plywood products potential and to re-engineer the existing business. We are trying to focus on the issue of business revival through operational business re-engineering. Issues on marketing and production strategy were also touched. Overall data was analyzed from primary data sources as well as individuals who serve the group and the company. Analysis was purely based on the data-driven analytical services such as unstructured interviews to reveal the major attributes related to the ceased of the operation of Permint Plywood Sdn. Bhd. Our findings revealed that, inconsistent logs supply from KPKKT and weak marketing strategy have contributed to the business shut down in December 2004.

**Keywords:** plywood, re-engineering

## **Candidates' Declaration**

24th December 2008.

We declare that the work in this project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of our own work, unless otherwise indicated or acknowledged as referenced work. This Applied Business Research (ABR) has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that our ABR be found to violate the conditions mentioned above, we voluntarily waive the right of conferment of our Master Degree and are subjected to the disciplinary rules and Universiti Teknologi MARA.

Thank you.

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