

STRATEGIC ANALYSIS FOR EXCELLOT SENDIRIAN BERHAD

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ABSTRACT

The purpose of this paper is to reveal the present situation of Excelot Sdn Bhd in term of its product/services, management, financial standing, marketing and management information system by process of performing an internal audit. Our investigation showed that Excelot Sdn Bhd has not develop any formal vision and mission statements since its formation but the business record shows that financially the firm is stable and strong. Reasons for the success based on the SWOT analysis carried out, are that the company has no competitors in the region and excellent track record in job performance with its corporate clients.

Our research has led to the recommendations amongst ;

- To have a clear vision for the future of the company
- Developing and planning business strategies
- To appoint Marketing officer and conduct market research
- Diversify market
- Improve financial management
- To set up MIS unit and IT training

The findings will provide direction to the whole enterprise. An organization's strategy must be appropriate for an organizations resources, circumstances, and objectives. The process involves matching the companies' strategic advantages to the business environment the organization faces.

DECLARATION

We hereby declare that this Applied Business Project paper is the result of our own investigations, except where otherwise stated. Other sources are acknowledged giving explicit references and a bibliography is appended.

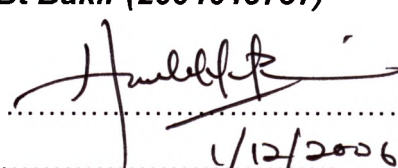
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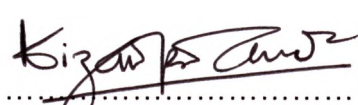
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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

This study starts off with a general outlook of the oil and gas industry and the introduction on the profile of Excellot Sdn. Bhd., the company under study, which was incorporated to tap the booming oil and gas industry especially for drilling industry markets at offshore. Factors either internally or externally, directly or indirectly were addressed so as to conduct strategic analysis for Excellot Sdn. Bhd. to capture the onshore market's potential (civil engineering works) and get more contract in oil and gas industry in order to sustain in the business and industry.

1.2 Profile of the Company

Excellot Sdn. Bhd. (264685D) was incorporated in Malaysia as a private company under the Company Act, 1965 on 21st May 1993 and 100 percent owned by Bumiputera. Since the operation started, Excellot has established itself as a reputable on land and offshore engineering company with activities within Malaysia as well as Myanmar and Vietnam for international clients.