UNIVERSITI TEKNOLOGI MARA

ADOPTION OF PRINTING PRODUCTION STANDARD IN THE MALAYSIAN PRINTING INDUSTRY

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi Mara. It is original and is the results of my own work unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi Mara, regulating the conduct of my study and research.

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ABSTRACT

In the printing industry, quality and consistency are expected from production of a printing company. To ensure that every printed product fulfil expectation and quality demands by the client, Printing Standard are employed. This research explored the relationship of business performances to the adoption of printing standard. This research concentrates on to what extent printing company can improve their business performance with the adaptation of printing standards in the business. In-depth interview were conducted at two printing companies and respondents are from managerial level and having years of working experience in the printing company. Results of the study shows that the use of ISO 12647-2 will benefit the company in reducing make-ready time, reducing wastage during production, better printing results and will also attract new customers. Obviously, the use of ISO 12647-2 together with quality management system and rigorous quality control tests guaranteed a consistent and predictable quality in the production of printed matter. The finding from this research could benefit printing company in deciding for investing in improving their performances.

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