



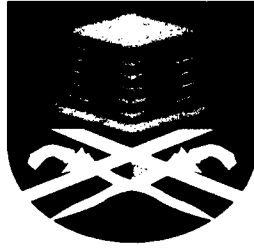
**CASE STUDY OF MOTIVATING FACTORS OF PRODUCT
INNOVATION AT OSCAPOWER SDN BHD
IN MENGGATAL, SABAH.**

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DECEMBER 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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"DECLARATION OF ORIGINAL WORK"

I, Adryshia Hussin, (I/C Number: 950806-12-5902)

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 other degrees.
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: Adryshia Hussin

Date: 26 December 2018

LETTER OF TRANSMITTAL

26 December 2018

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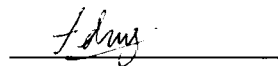
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Case Study of Motivating Factors of Product Innovation at Oscapower Sdn Bhd in Menggatal, Sabah" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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ABSTRACT

Nowadays, it is very important for a company to offer unique products and services to its customers. This will be able to distinguish a company and for a more prominent in the market and competitive with its competitors. In addition, the company must be alert with the current needs of customers and should move in tandem with the rapid changes in technology. The information was collected from 4 individuals working in an engineering company, Oscapower Sdn Bhd at Menggatal, Sabah. This study found that Oscapower Sdn Bhd has used the concept of commitment to learning, less shared vision but are risk-taking in the creation of a new generator set model YD385 or also called as the green genset. Furthermore, the researcher found that Oscapower Sdn Bhd applies the concept of the top-down building block and show how product innovation is implemented in the company. Through this study, the researcher managed to get a unique view of the mechanical engineering company about factors influencing product innovation that has been done on their main products i.e. generator set (genset).



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