UNIVERSITI TEKNOLOGI MARA

THE STUDY OF COMPETITIVE ADVANTAGE OF ALLIANZE UNIVERSITY COLLEGE OF MEDICAL SCIENCES (AUCMS)

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Arshad Ayub Graduate Business School

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AUTHOR'S DECLARATION

I declare that the work in this dissertation 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 acknowledged as referenced work. This dissertation 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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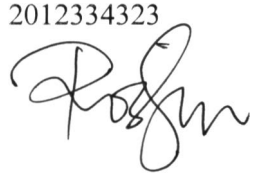
   Signature of Student 

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ABSTRACT

The study investigates how Allianze University College of Medical Sciences could enhance its competitive advantage by analyzing the selection criteria in choosing medical school in Northern Region of Malaysia. Being in the industry since 2002, AUCMS has built a reputation to be one of the preferred medical schools in the Northern Region of Malaysia. Financial crisis has shattered all plans and vision to be the top medical education provider in the year 2015 and beyond. This study uses quantitative and qualitative research method to explain the current position of AUCMS and how the institution can restructure the organization to be the preferred medical private higher education of choice in the Northern Region. PEST, SWOT, Mckinsey 7S Framework and Ansoff's Matrix were used in the study to investigate the problem further and to explain what business solutions to offer in meeting the research objectives. It was found that AUCMS has great potential for growth in terms of the programme and core competencies. The company could kick-start the restructuring process by focusing on operational turnaround plan to better meet customer needs and enhances its competitive advantage to be the preferred medical school. Then, the company should deploy growth strategy through market development and leverage on its programmes, strategic alliance and strategic location to attract international students.

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