

Universiti Teknologi MARA

**Business Intelligence Framework:
A Case Study of MYDIN MOHAMED
HOLDINGS**

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CONTENTS

	Page
ACKNOWLEDGEMENT	iii
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x
CHAPTER 1 INTRODUCTION	
1.1 Background of the Problem	1
1.2 Problem Description	2
1.3 Research Objective	3
1.4 Research Scope	3
1.5 Research Significance	3
1.6 Research Benefits	4
CHAPTER 2 LITERATURE REVIEW	
2.1 Introduction	6
2.2 Business Intelligence Definition	6
2.3 Business Intelligence In Action	9
2.3.1 Banking Sector	10
2.3.2 Vehicle Fleet Management Service	10
2.3.3 Other Business Intelligent applications	11
2.4 Business Intelligent Requirement	12
2.4.1 Data and user proliferation	13
2.4.2 Integration and Customizability	14
2.5 Impact of Business Intelligence	15
2.6 Summary	16
CHAPTER 3 METHODOLOGY	
3.1 Introduction	17
3.2 Research Stages	17
3.2.1 Business Strategy Identification	18

3.2.2	Research Initiation and Planning	18
3.2.3	Analysis of the Current System	19
3.4	Research Methodologies	19
3.5	Summary	20
CHAPTER 4	INFORMATION TECHNOLOGY ADOPTION IN MYDIN	
4.1	Overview	21
4.2	MYDIN Background	21
4.3	Mission and Vision	22
4.4	Branches and Location	23
4.5	MYDIN Business Environments	24
4.6	MYDIN Business Structure	25
4.7	Organizational Structure and Operation	26
4.8	Business Flow in MYDIN	28
4.9	Information Technology (IT) In MYDIN	30
4.9.1	Information Engineering	31
4.10	MYDIN Business Issue	36
4.11	Future Planning	38
CHAPTER 5	MYDIN'S COMPETITIVE STRATEGY	
5.1	Introduction	39
5.2	Understanding MYDIN Business Strategy	39
5.2.1	The MYDIN External Environment	40
5.2.3	MYDIN Pressure Groups and Stakeholder	42
5.2.4	MYDIN Internal Business Planning	43
5.3	Competitive Forces Model and Strategies	43
5.3.1	Rivalry	45
5.3.1	Threat of Substitutes	45
5.3.3	Buyer Power	46
5.3.4	Supplier Power	46
5.3.5	Threat of Entry / Potential New Entrants	47

ABSTRACT

Business Intelligence widely used to recognize the capabilities available in the firm; state of the art, trends, future directions in the markets, technologies, regulatory environment where the firm competes; and the actions of competitors and its implications. The purpose of this study is to come out with a framework of BI for MYDIN, besides to study the business flow in MYDIN in aligning with IT and to recognize the significance of BI to MYDIN business. The first chapter are discussing about the research's objective, scope and its benefits, achieved by closely examining the background of problem faced in MYDIN aligning with Business Intelligence concept. The significance of the Business Intelligence for MYDIN's businesses is also covered in this chapter. MYDIN's background and its retail system business model were examined to facilitate Business Intelligence solutions. An effective Business Intelligence solution in MYDIN requires identification of the business strategy, competitive forces and competitive advantage. Result of this study is cited in chapter five collectively with MYDIN's Value Chain Analysis. The design of MYDIN's Business Intelligence is discussed in chapter six, which covers the technological aspect of Business Intelligence, such as the architecture and process. Result of this study, Business Intelligence Framework, is proposed in chapter seven. The framework covers the operational, technical, economical and social aspects of MYDIN. Problems and considerations in implementing Business Intelligence Framework are also discussed in this chapter. Finally is the conclusion and suggestion of future enhancement for better Business Intelligence framework design in MYDIN. It is believed that, having guidance from this research, MYDIN are able to have a successful Business Intelligence solution, thus will assist the company to gain more profit in the future.