



**UNIVERSITI TEKNOLOGI MARA (UiTM)**  
SAMARAHAN CAMPUS, SARAWAK

**MBA 795: APPLIED BUSINESS PROJECT**

TOPIC:

**THE 4C's APPROACH IN EMPLOYEE  
RELATION**

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# Executive Summary

The study on staff relationships at Everrise Departmental Store Sdn. Bhd. in Kuching, Sarawak started on November 21, 2002 and officially ended on December 31, 2002.

The study took a consultative approach in that the customer's needs were first established. Then, the expectations were verbally agreed between the consultants and the client (that is, Everrise Departmental Store Sdn. Bhd.).

The consultants performed an extensive organizational employee survey through the administration of a questionnaire. The number of employees surveyed was one-hundred and eighty-seven (187). This figure represented slightly more than thirty percent (30%) of the employees of Everrise in Kuching. The discussion on methodology can be found in section 5.0

The consultants decided to use the 4Cs model namely, corporate culture, commitment, communication and compensation. The rationale for using this model is explained in section 6.0

There are several limitations to the study which are discussed in the report. This report has several conclusion and recommendations in section 8.0 based on the findings presented in section 7.0. There is also a short section on proposed future works in section 9.0 should there be a need to continue with the study.

The overall assessment is that there is a positive climate in staff relationships at Everrise Departmental Store Sdn. Bhd.

Finally, the consultants believe that the objective of the study has been met.

## 1.0 INTRODUCTION

The purpose of this report is to conduct a study on the current human resource system specifically in the area of staff-relations of Everrise Departmental Store Sdn. Bhd. The management of Everrise perceived that the relationships are weak:

- among the staff at the outlets
- between the outlets and the headquarters
- between the staff and management

With this perception, the management had agreed to take the initiative to conduct a study on the weaknesses of their staff relationship and to take actions to improve the relationships at all levels between the headquarters and its Kuching outlets.

Everrise Departmental Store Sdn. Bhd. (Everrise) is a family owned business involved in retail supermarkets and departmental stores. Incorporated in 1993, the company currently has about six hundred and forty (640) employees of which one hundred and nineteen (119) are in the executive and management levels. Out of the 640 employees, five hundred and sixty seven (567) are in the Kuching division.

The company has been embarking on an aggressive expansion program and currently has twelve (12) retail outlets throughout Sarawak with a large store planned in Miri in 2003.

## **2.0 OBJECTIVE OF THE PROJECT**

The main objective of the project is to carry out a study on how to improve staff relationship by applying the 4C's model developed by the students who are doing this project.

However, since this project is scheduled from November 21, 2002 until December 31, 2002, there are some limitations involved. These limitations are mentioned under the section titled "exclusion from the scope of work".