



THE CHALLENGES OF NAZA GROUP IN DEALING WITH GLOBAL  
SUPPLIERS TOWARDS THE SUPPLY CHAIN MANAGEMENT ON  
AUTOMOTIVE INDUSTRIES

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## **ABSTRACT**

This research study discovering the challenges of Naza Group in dealing with global suppliers towards the supply chain management on automotive industries. The purpose of this study is to find out whether the staff of Naza Group which focus on staff of Naza Corporation Holdings Sdn Bhd and Naza Automotive Manufacturing Sdn Bhd having a challenges when dealing with the global suppliers. This survey research is conducted by distributing a questionnaires to the staff of Naza Group which focus on staff of Naza Corporation Holdings Sdn Bhd which located at Kg Baru, Kuala Lumpur and Naza Automotive Manufacturing Sdn Bhd which located at Gurun, Kedah.

This research is a quantitative research which had used the self-administered electronic questionnaire and face to face as the instrument for the collection of data. Data was collected and sample selection was based on simple random sampling method. The data collected was then evaluated by using Statistical Package for the Social Science (SPSS) Version 20 Software. The result revealed that cost challenges, infrastructure challenges has a positive impact on supply chain management but not the supplier service challenges.

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