

**TOPIC :-**

**DUNGUN COUNTRY GOLF CLUB:  
“TOWARDS BUSINESS ORIENTATION”**

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**TABLE OF CONTENTS**

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<b>Contents</b>	<b>Page</b>
Title Page	i
Declaration of Original Work	ii
Letter of Transmittal	iii
Acknowledgement	iv
List of Tables	v
List of Figures	vi
List of Abbreviations	vii
Abstract	viii

**CHAPTERS**

<b>1.0 Introduction / Background of The project</b>	<b>1</b>
1.1 Background of Dungun Country Golf Club	2 - 4
1.2 Problem Statements	4
1.3 Objectives of the Project	5
1.4 Scope of the Project	5
1.5 Limitations of the Project	6
1.6 Significance of the Study	7
1.7 Definitions and Terms Used in the Research	8
<b>2.0 Literature Review</b>	<b>9</b>
2.1 Definitions of Clubs	9
2.2 Types of Clubs	9 - 10

2.3	History and Development of Golf	10 - 11
2.4	Marketing of Golf Club Services	11 - 13
2.5	Customer Value and Satisfaction	13 - 14
2.6	Nature of High Performance Business	14 - 16
2.7	Increasing Company Profitability	16
2.8	Legal Form/Terms of Business Organization	17 - 19
2.9	Organization as Open System	19 - 20
2.10	Human Resource Management	20 - 23
2.11	Motivation and Work Behavior	23 - 24
2.12	Privatization	24 - 33
<b>3.0</b>	<b>Research Methodology</b>	<b>34</b>
3.1	Data Collection Method	34
3.1.1	Secondary Data	34
3.1.2	Primary data	34 - 38
<b>4.0</b>	<b>SWOT Analysis</b>	<b>39</b>
4.1	Strengths	39 - 40
4.2	Weaknesses	41 - 43
4.3	Opportunities	43 - 44
4.4	Threats	45
<b>5.0</b>	<b>External Analysis</b>	<b>46</b>
5.1	Demographic Segment	46 - 48
5.2	Socio-culture Segment	49
5.3	Other Segments	49

**ABSTRACT**

The objective of this report is to study and identify the current problems of a selected company namely "Dungun Country Golf Club (DCGC)" which is located in Dungun, Terengganu. This club was officially registered somewhere in late 1960s as Dungun Golf Club under the society Act 1966 and was re-registered under a different name in 1983 as Dungun Country Golf Club.

DCGC was established to provide sports and recreational services to its members which were previously comprised of mostly Government servants. Currently, the memberships of the club were also open to non-government servants but with different rate of registration fees.

The facilities currently available at DCGC are only 18 holes golf course, golf driving range and a swimming pool. The current numbers of registered members are about 250 inclusive of all categories of membership.

The club are currently managed by a group of personnel appointed by the members whose act as "The Management Committee " and the daily operations of the club are run by a Club Manager (currently vacant) with the assistance of eleven employees of various categories.

DCGC is currently operating at a deficit of about RM50,000 to RM100,000 per annum and the funding of the deficit is borne by the state government. This study is conducted with the aimed to improve the services and revenue of the club in order to overcome the above problem.

In order to achieve the objective of this study and to come-up with fruitful recommendations, our group has categorized our analysis into a few main aspects, which include external and internal analysis of DCGC.