



**Verifying the Effectiveness of Hydrogen Fuel
Technology and the Study in Gaining Competitive
Advantage – The Case of Hydrogen Fuel Industries
Sdn Bhd**

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Masters in Business Administration

November 2008

ACKNOWLEDGEMENT

First of all, we would like to express our sincere thanks to Allah S.W.T for giving us the strengths and opportunity to develop and complete this research.

We would also like to extend our heartfelt gratitude to the management and employees of Hydrofuel Industries Sdn Bhd, especially to Mr Shahrin for trusting and assisting us in providing the vital information needed to complete this thesis. Thank you for giving us the opportunity to analyze the business and apply our knowledge and experiences in completing this research and making our effort worthwhile.

A great appreciation to our supervisor, Associate Professor Dr. Asry Yusoff for the sincere advices, supportive guidances, encouragement and patience throughout the process of preparing and completing this research. Special thanks and deepest appreciation also goes to the Coordinator of Executive EMBA Program – Dungun Campus, Tuan Haji Hussian Dollah for the great effort in guiding us until the end of this program.

Last but not least, we would like to express our thanks to our family for giving us the moral support that had helped a lot. Their patience and understanding had made everything possible. Thank you Aspariza, Azhan and Fadzli.

And we dedicate our gratitude to our fellow friends, colleagues and those who helped us directly or indirectly and gave us constructive suggestions throughout this study. To all the people mentioned, this study is a result of our serious commitment, strenuous efforts and the strong relationship among team members. In the process of gaining knowledge, one cannot stand on his own all the time because in every success there are always those people who stand behind to assist. Thank you.

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ABSTRACT

The world was badly affected on the recent 2008 oil crisis when the price of oil shot up for the first time to USD140 per barrel. It has led to a price increase in many sectors including constructions, transportations, food industry and many more. With the volatility of the current petrol price, the world understands that it is unsecure to depend solely on oil as a source of energy. The need for an alternative fuel technology has never seemed more welcoming than now.

Hydrogen Fuel Industries (HFI) Sdn Bhd had taken a brave step in introducing and commercializing hydrogen fuel technology in Malaysia. This is one of the few alternative-fuel technologies that have been studied in the world today. Unfortunately, many still question the invention and are still not convinced in the technology. This study had tried to reveal the efficiency of the product by taking 30 taxis that had been installed with hydrogen fuel system and comparing their fuel consumption before and after the installation. The researchers had also extended the research to see the effect of mode of driving, mileage of the car and the year the car was manufactured on the performance of the taxis with respect to fuel consumptions. All the data are secondary data gathered from the company's file but primary data are obtained for verification through interviews of the taxi drivers. The analysis was carried out through descriptive statistics and other statistical tests. Later, the thesis had elaborated on the company's current standings through SWOT analysis where after that the researchers had come up with a series of recommended actions put in three stages.