



ABK TRANCO SDN. BHD.:  
FUTURE GROWTH THROUGH DIVERSIFICATION

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## EXECUTIVE SUMMARY

The study is done with the purpose of analyzing ABK Tranco Sdn. Bhd. This study will analyze the problems faced by the company resulted from changes in business environment. The focus of this study is to analyze its environment, both internal and external, as recommended by many management scholars and practitioners.

ABK Tranco Sdn. Bhd is a petroleum distribution company that signed a distribution contract with Caltex (M) oil Limited. The company has operated for more than ten years in petroleum transportation activities. The company faces problem due to uncertainty of contract, which works on yearly basis. In addition to that, the company also incurs increment in some of its expenses for the last five years due to the rise of fuel price.

In this report, analyses were done in term of the company's background and its internal and external business environment. These analyses include financial performance analysis and SWOT analysis. This study will reveal the problems faced by the company and enable us to come out with the recommendations for company's future growth.

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