

**EXPORT OPERATION  
IN GOODYEAR (M) BERHAD**

**BY:**

**ROSLINA TAJUDDIN**

**ADVANCED DIPLOMA BUSINESS ADMINISTRATION**

**(TRANSPORT)**

**SCHOOL OF BUSINESS AND MANAGMENT**

**MARA INSTITUTE OF TECHNOLOGY**

**SHAH ALAM**

**SELANGOR**

**ADVISOR:**

**PUAN NORMINSHAM ABD. KARIM**

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## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF GOODYEAR MALAYSIA BERHAD**

The story begins in the year 1929, when the Goodyear Orient Sales Company was established in Singapore. As trading increased, a British Engineering Hard Ware Company, Kyle Palmer Limited was engaged to distribute Goodyear product in Malaya.

Goodyear Malaysia first started with 15 employees and a monthly turnover of about 70 000 ringgit. In 1964, Goodyear Malaysia Private Limited was set up with its head office in Petaling Jaya. In the same year Goodyear entered into product off take arrangement under licence with Dunlop and Goodyear tyres made in Malaysia for the first time ever.

On September 14, 72 Mr. Ib Thomson President of Goodyear International Corporation and Tengku Razaleigh Hamzah then the group chairman of Pernas signed a jointventure agreement to form Goodyear Berhad..... and a new vision for the company was born. On March 19, 1973 the construction of Goodyear factory began in Shah Alam, the capital of Selangor. The 55 million ringgit factory and office complex covering 200 000 square feet was completed in the same year.