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I, hereby acknowledges that I have been supplied with the Academic Rules and Regulations of Universiti Teknologi MARA and I have read and understood the conduct of my study and research.

**STRATEGIC APPROACH TO CAUSES
AND STRATEGIES FOR DELAY
IN DELIVERY: CASE OF TKC (S)
SDN. BHD.**

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We would like to express our deepest appreciation to our ABR Supervisor Dr. Imbarino. An influential foundation of competitive advantage called the supply-chain management has been discovered by the world businesses. This supply-chain management encompasses activities such as the manufacturing, operations, purchasing, transportation and physical distribution which, with successful management will integrate activities into a seamless process. In order to have a better understanding on the process of supply-chain management, this study was conducted. This paper deals with the strategic approach to the causes and strategies for delay in delivery. The main idea is to illustrate how the performance of supply chain can be improved by the strategic approach of the strategic management tools analysis. Business process of a local rice manufacturing company was chosen as the unit of analysis. The identifications of possible causes of delay in delivery were done through the appropriate methodology and thus, the best possible strategies to overcome the delay were recommended. The theoretical findings were derived and illustrated based on pattern from the study findings. Based on the findings, suppliers, raw materials availability and workers contribute as the causes of delay in delivery. Strategies in overcoming this problem were suggested based on findings and discussion on literature.

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