



**ANALYZING THE CURRENT STRATEGIC MANAGEMENT
PRACTICES IN PERSATUAN NELAYAN NEGERI SARAWAK
(PENESA)**

BY:

MASTAM BIN NODO	2001394967
ABDUL JAAFAR BIN LIAN	2001394782
AHMAD HISHAM BIN ABDUL HALIM	2001394809
MOHD MERZAN BIN HASHIM	2001394999
LEONARD JAMBU	2001394120

**EXECUTIVE MASTER OF BUSINESS ADMINISTRATION
UNIVERSITI TEKNOLOGI MARA**

JANUARY 2004

LETTER OF TRANSMITAL

Executive Master of Business Administration
Faculty of Business Management
Universiti Teknologi MARA
Sarawak

8 January 2003

Prof. Madya Dr. Jamil Bin Hamali
Project Advisor,
Universiti Teknologi MARA
Shah Alam, Selangor

Dear Sir

APPLIED BUSINESS PROJECT

We refer to the above matter and with great pleasure would like to submit our project paper entitled “ Analyzing the Current Strategic Management Practice in Persatuan Nelayan Negeri Sarawak (PENESA) ”.

2. With the submission of this project paper, it will enable us to meet the partial requirement of the faculty in obtaining MBA qualification.

3. We greatly appreciate your kind guidance and support rendered throughout of preparing this project paper. Without your encouragement and guidance, the success of this project paper may not have been achieved.

Thank you.

Yours truly,

Ahmad Hisham Bin Abdul Halim

Mastam Bin Nodo

Abdul Jaafar Bin Lian

Leonard Jambu

Mohd Merzan Bin Hashim

Acknowledgement

Our heartfelt thanks to our Project advisor, Prof. Madya Dr. Jamil Bin Hamali, for his advise, comments and guidance throughout the course of preparing this project paper. His advise, comments and guidance given to us in preparing this project will undoubtedly be useful and would be very helpful in our future undertakings.

We are also most grateful and greatly indebted to our external supervisor, Mr. Hat Hoklai, the General Manager of Persatuan Nelayan Negeri Sarawak (PENESA) for granting us the permission and allowing us to adopt PENESA as organization for our study. His insight and thoughtful considerations in all aspects of the group's dealings provided the much needed motivation to continue with the arduous task of compiling the data to complete the project paper.

Our sincere thanks to Cr. Jamali Bin Hj. Basri, the Chairman of Persatuan Nelayan Negeri Sarawak (PENESA) and Mr. Abdul Rahman Bin Hj. Ellis, the Director of Lembaga Kemajuan Ikan Malaysia, for their invaluable support and also the time spent with the group to discuss and brainstorm on ideas on PENESA. Indeed their contribution towards the group cannot be measured by any forms and no word can described it. Their salient camaraderie with the group further enhances and beautifies this project.

Finally, we would like to express our heartiest gratitude and thanks to our families for their patience and understanding on the time and effort taken to complete the project and also their encouragement and support while preparing this project paper.

DECLARATION

We, hereby declare that this Applied Business Project is the result of our own work except for the external sources as being stated.

Leonard Jambu

Mastam bin Nodo

Abdul Jaafar bin Lian

Mohd Merzan bin Hashim

Ahmad Hisham bin Abdul Halim

Date : 8th January 2004

All rights reserved. No part of this Applied Business Project may be reproduced in any form or transmitted by any mean, without written permission from Universiti Teknologi MARA (UiTM)