

**UNIVERSITI TEKNOLOGI MARA**

**THE EFFECTIVENESS OF  
NATIONAL SINGLE WINDOW IN  
FACILITATING MALAYSIAN  
TRADE – A STUDY IN KLANG  
VALLEY**

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Thesis submitted in fulfilment  
of the requirements for the degree of  
**Master of Science**

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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result of my own work, unless otherwise indicate or acknowledged as referenced work. The thesis has not been submitted to any academic institution or non academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulation for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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## ABSTRACT

The single window concept was recommended by the United Nations European Economic Commission (UNECE) to support the trade facilitation initiative to overcome a major nontariff barrier associated with the international cross-border activities, especially relating to the information and data issue. Every cross-border physical cargo movement is entwined with information that carries the status of the cargo. Information and data management during the cross-border activities plays a vital role which contributes to the efficiency of supply chain and public administration that indirectly has an impact on market performance. In conjunction with the international demand, Malaysia has developed its National Single Window (NSW) as part of the country's national agenda to facilitate international trade. NSW is also a prerequisite to regional integration through the ASEAN Single Window (ASW) development in the ASEAN Economic Community (AEC) to support the free flow of goods among the member countries. Single window remains a major issue among the respective community in Malaysia. In the event of ASW protocol and AEC agenda, the implementation of the single window concept is far from its aim to become a single focal point for the cross-border custom clearance process. Currently, single window is not a purely single focus point where virtually it is a version of single window front-end but with the existence of multiple windows in the back-end due to the redundant control of the respective authorities on top of custom approval. This research will answer three main objectives: first, to determine the structure of current single window implementation in Malaysia within the trade facilitation initiatives in Klang Valley; second, to identify in depth the contributing factors for effective single window in facilitating trade process; and finally, to propose recommendations to improve the present practice of National Single Window (NSW) in Klang Valley, Malaysia. This study has adopted a qualitative research approach. In-depth face-to-face semistructured interviews were conducted with 21 participants from various stakeholders category in single window community. The participants were selected using purposive sampling. Every participant was asked a standard set of controlled questions. All interviews were properly recorded, coded, and analyzed using thematic analysis. Results of the interviews were triangulated with the focus group discussions in the validation process. The findings of this study were highlighted in a set of eight factors, namely policy establishment, institutional support, stakeholders' awareness, electronic system reliability, training, ICT supporting facility, simplified procedures, and steering committee commitment.

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## TABLE OF CONTENTS

	Page
<b>AUTHOR'S DECLARATION</b>	ii
<b>ABSTRACT</b>	iii
<b>ACKNOWLEDMENT</b>	iv
<b>TABLE OF CONTENTS</b>	v
<b>LIST OF TABLES</b>	ix
<b>LIST OF FIGURES</b>	x
<b>LIST OF ABBREVIATION</b>	xi
<b>CHAPTER ONE: INTRODUCTION</b>	1
1.0 INTRODUCTION	1
1.1 SINGLE WINDOW BACKGROUND AS TRADING FACILITY IN MALAYSIA	1
1.2 PROBLEM STATEMENT	5
1.3 OBJECTIVES OF THE STUDY	7
1.4 RESEARCH QUESTIONS	8
1.5 JUSTIFICATION OF STUDY	11
1.5.1 The Importance of the Research	11
1.5.2 Gaps in the Literature	12
1.6 LIMITATION OF THE STUDY	12
1.7 STRUCTURE OF THE THESIS	14
1.8 SUMMARY OF THE CHAPTER	17
<b>CHAPTER TWO: LITERATURE REVIEW</b>	18
2.0 INTRODUCTION	18
2.1 TRADE FACILITATION FOR A BETTER TRADING ATMOSPHERE	18
2.2 THE SINGLE WINDOW IN TRADE FACILITATION	20
2.3 INTERNATIONAL SINGLE WINDOW DEVELOPMENT	22
2.4 THE MALAYSIAN SINGLE WINDOW	28