

UNIVERSITI TEKNOLOGI MARA

**CONTRIBUTION FACTORS TO THE
SUCCESS OF BOOK PRINTERS IN
SURVIVING BOOK PRINTING
INDUSTRY**

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Thesis submitted in fulfilment
of the requirements for the degree of
Master of Arts & Design

Faculty of Art and Design

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CONFIRMATION BY PANEL OF EXAMINERS

I certify that a Panel of Examiners has met on 27th June 2016 to conduct the final examination of Shalida Mohd Rosnan on her Master of Arts and Design thesis entitled “Contribution Factors to the Success of Book Printers in Surviving Book Printing Industry” in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The Panel of Examiners recommends that the student be awarded the relevant degree. The panel of Examiners was as follows:

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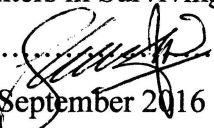
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AUTHOR'S DECLARATION

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

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

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ABSTRACT

The increase in popularity of digital media technology has led to a tremendous swing towards the digital distribution of content over traditional printing processes. The new technology and challenges in book printing business changed the industry landscape. These challenges lead to the significant questions about on how printers may survive in the book printing industry. However, the discussion that focuses on factors to be implemented to success in surviving the challenges is scarce. The purpose of this research was to identify the factors that led to the success of book printers in Selangor and Kuala Lumpur. Through a case study of five printers, Ultimate Print Sdn Bhd, BS Print Sdn Bhd, Times Offset (Malaysia) Sdn Bhd, Naga Global Print Sdn Bhd and Harian Zulfadzli Sdn Bhd, this paper investigates on what factors strategically implemented to thrive and survive in the business. The researcher conducted open-ended interviews among book printers and identified factors to sustain the business. The researcher obtained the data by analysing the qualitative data from interviews and documents. Results from this research suggested that to remain in the book printing industry; printers must have these factors; investing in new technologies, improving efficiency, focusing on marketing to expand business and working closely with customers.

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