



**A STUDY OF PRACTISE OF KNOWLEDGE MANAGEMENT IN  
INVEST MELAKA.**

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**MELAKA**

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INVEST MELAKA.**

**‘AMIRUL ‘AIZAT BIN ABU BAKAR**

**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT  
UITM MELAKA, KAMPUS BANDARAYA MELAKA  
(MAY 2010)**



**BACHELOR OF BUSINESS ADMINISTRATION  
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UNIVERSITI TEKNOLOGI MARA  
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“DECLARATION OF ORIGINAL WORK”**

I, ‘AMIRUL ‘AIZAT BIN ABU BAKAR, (870130-30-5179)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

7th May 2010

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “A STUDY OF PRACTISE OF KNOWLEDGE MANAGEMENT IN INVEST MELAKA” to fulfil the requirement as needed by the faculty.

Thank you.

Yours sincerely,

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## **ABSTRACT**

This study explores the practices of knowledge management in Invest Melaka. The main purpose is to identify whether Invest Melaka have practice the knowledge management in Invest Melaka. The study also had been conduct to give guidance for Invest Melaka in order to implement and enhances the knowledge management in the organization. The practices of knowledge management in the organization was identified and measures through questions regarding people, process and IT and technology in knowledge management practices and also the understanding of knowledge management in the organization.

With the findings obtained supports the hypotheses testing and confirm that Invest Melaka has practiced the knowledge management practices without realizing it. Here, we can see from the findings shows that Invest Melaka does not have a proper of official knowledge management strategy and framework although they have all the factors that contributed to the effectiveness of knowledge management practices. With proper or official knowledge management roadmap and strategy, knowledge management in the organization will be enhanced and lead to the reducing of repetitions of errors. Further, the recommendations stated in the study also will help Invest Melaka to implement the best strategies and enhance the knowledge management in the organization. The results of the empirical test are provided and discussed.