



“THE BENCHMARKING OF OPPOSITE PLAYER:  
COMPARISON BETWEEN PLUS EXPRESSWAYS AND  
ABERTIS SPAIN”



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**“DECLARATION OF ORIGINAL WORK”**

**I, HAFIZAH ZURAIPAH ASLIZA BT HASSAN, (IC: 860606-29-6564)**

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 degrees.
- This project paper is the result of my independent work and investigation except 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

DATE: 14 MAY, 2010

The Head of Program  
Bachelor of Business Administration  
(Hons) International Business  
Faculty of Business Management  
University Teknologi Mara  
No. 110, Off Jalan Hang Tuah  
75200 Melaka.

Dear Sir,

### SUBMISSION OF FINAL REPORT

Attached is the final report titled "**A STUDY THE BENCHMARKING OF OPPOSITE PLAYER: COMPARISON BETWEEN PLUS EXPRESSWAYS AND ABERTIS, SPAIN**" to fulfill the requirement as needed by Faculty of Business Management University Technology Mara.

Thank You.

Your Sincerely,

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## LETTER OF TRANSMITTAL

Hafizah Zuraipah Asliza Bt Hassan  
Bachelor of Business Administration  
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No. 110, Off Jalan Hang Tuah  
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MR. IDRIS B. OSMAN  
Lecturer/Advisor  
Faculty of Business Management  
University Teknologi Mara  
No. 110, Off Jalan Hang Tuah  
75200 Melaka.

Dear Sir,

### **SUBMISSION OF FINAL REPORT**

Enclosed herewith is a thesis entitled “**A STUDY ON BENCHMARKING AS COMPARATIVE ADVANTAGES TO PLUS EXPRESSWAYS BERHAD**” I hope this thesis will meet requirement and expectation from you and the faculty. Thank you very much for all the guidance and support you have generously rendered upon the completion of the thesis.

THANK YOU VERY MUCH FOR YOUR TIME AND CONSIDERATION.

Your Sincerely,

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HAFIZAH ZURAIPAH ASLIZA BT HASSAN  
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## ABSTRACT

This case study exploring the “The benchmarking of opposite player: comparison between Plus Expressways and Abertis, Spain” that implement by Plus Expressways Berhad a subsidiary of United Engineer Malaysia (UEM). This study will help the researcher to gain knowledge about the advantages of benchmarking to company. How far benchmarking is requiring helping company to successful in future. This study will help the researcher to gain knowledge about the advantages of benchmarking to company. How far benchmarking is requiring helping company to successful in future. This study also provides the understanding of the activities done to grab the business opportunities via benchmarking steps.

The purpose of this research are to developed best practice through benchmarking features as a critical activity in the business world as it is approach for sharing and transferring knowledge. Even though Plus Expressways Berhad achievement is more higher compare to any expressways players in Malaysia, benchmarking is still needed. So they must arrange steps and solutions to ensure they still the top nation players. Abertis, Spain is top player in the world and this opportunity can be use to gain knowledge from expertise for future benefits of Plus. This report will helps understand what effective steps in benchmarking and development a key successful factor from data gain by doing benchmarking concepts.

**Keyword:**The Benchmarking Of Opposite Player: Comparison Between Plus Expressways And Abertis, Spain

**Paper Type:** Case Study