



**The Study on Impacts of Strategic Planning at Malaysian  
Airlines Cargo Sdn Bhd (MASkargo) Malaysia.**

**MOHAMAD FAIS BIN MOHD DURAHIM  
2009850858**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) INTERNATIONAL BUSINESS  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA, MELAKA**

**APRIL 2011**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) INTERNATIONAL BUSINESS  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TECHNOLOG MARA  
BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, **MOHAMAD FAIS BIN MOHD DURAHIM**, (I/C Number: **880528-23-5309**)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being currently 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 has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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

Date: April 2011

## **LETTER OF SUBMISSION**

29 APRIL 2011

Siti Normah Bte Awang Tuah  
Program Coordinator,  
Bachelor of Business Administration (Hons) International Business,  
Faculty of Business Management,  
Universiti Teknologi MARA,  
Bandaraya Melaka  
Malacca

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "**The Study on Impacts of Strategic Planning at Malaysian Airlines Cargo Sdn Bhd (MASkargo) Malaysia**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

---

MOHAMAD FAIS BIN MOHD DURAHIM

2009850858

Bachelor of Business Administration (Hons) International Business

# **The Study on Impacts of Strategic Planning at Malaysian Airlines Cargo Sdn Bhd (MASkargo) Malaysia.**

MOHAMAD FAIS BIN MOHD DURAHIM (2009850858)

PN RAHAYU BTE HASAN

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

## **ABSTRACT**

The purpose of this study is to indicate impact of strategic planning in MASkargo business cycle. It is the further investigation of the result of strategic planning in all the business activities. In this study it will help the organization to ensure the correct action in the industry. The issue of strategic planning is significantly importance as it is the indicators of the right actions.

As the region enters the digital 21st century with new economy, all organizations are looking forward to upgrade their businesses and lay down the strategic planning to make known of their existence in the globalize and challenging industry. Therefore this paper discusses the result of implementation of strategic planning which are beneficial toward the company. Analysis of survey responses based on 50 respondents from position executive and non-executive different department found that most of the variables in the study significantly contributed towards the implementation of strategic planning in MASkargo Sdn Bhd.

Keywords: Strategic Planning, Performance, Decision Making, Competitiveness

Paper type: Research

## **TABLE OF CONTENT**

CONTENT	PAGE
TITLE PAGE	i
LETTER OF DECLARATION	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	viii
ABSTRACT	ix
CHAPTER 1: INTRODUCTION	
1.1 Background of Company	1
1.2 Background of Study	3
1.3 Problem Statement	5
1.4 Research Questions	7
1.5 Research Objectives	7
1.6 Theoretical Framework	8
1.7 Hypothesis	9
1.8 Significant Of Study	10
1.9 Scope of Study	11
1.10 Limitation of Study	12
1.11 Definition of Term	14
CHAPTER 2: LITERATURE RIVIEW	
2.1 Introduction	15
2.2 Dependent Variable (Strategic Planning)	16
2.3 Independent Variable 1 (Performance)	18
2.4 Independent Variable 2 (Decision Making)	20
2.5 Independent Variable 3 (Competitiveness)	21
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction	22
3.2 Research Design	22
3.3 Sampling Design	24
3.3.1 Sampling Technique	24
3.3.2 Sampling Population	24