



**FACTORS THAT AFFECT EXPORT PERFORMANCE OF
MISC AGENCIES PORT KLANG**

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19th JANUARY 2012

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Muhammad Faiz Bin Zolkifli, (I/C Number: 870512-10-5439)

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 any 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

19th January 2012

The Head of Program
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title **FACTORS THAT AFFECT EXPORT PERFORMANCE OF MISC AGENCIES PORT KLANG** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....
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Abstract

Exporting became a major component a major component of international trade based on the theory and history international trade itself. A large number of SMEs and MNCs which play role as a seller tend to ship the goods and serviced produced in home country out of the port of the country by using sea freight. MISC Berhad is Malaysian's leading international maritime corporation and is currently third largest conglomerate in the world by market capitalisation. The purpose of this research is to identify factors that affect export performance of MISC Agencies which is a subsidiary of MISC Berhad. The researcher also aim to find out any other factors that can give impact to export performance as well as come out with several recommendations for a better study in the future research. As for this qualitative type research, the researcher used triangulation method as all the primary data from interviews are gathered and supported by the secondary data which is the internal and external sources. Based on findings part, factors such as firm size, export experience and price found out to give impact to export performance as supported besides there are also another factors found out can give impact to export performance as supported by the literature reviews.

TABLE OF CONTENT

CONTENT	PAGE
DECLARATION OF ORIGINAL WORK	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	v
ABSTRACT	vii
LIST OF TABLES	viii
LIST OF FIGURES	viii
CHAPTER ONE	
1.0 INTRODUCTION	
1.1 Background of the company	1
1.2 Mission and Vision	3
1.3 MISC Agencies Sdn. Bhd. Board of Directors	4
1.4 MISC Agencies Sdn. Bhd. Organization Structure	5
1.5 MISC Agencies Port Klang Organizational Chart	6
1.6 Background of Study	7
1.7 Research Statement	9
1.8 Objectives of Study	10
1.9 Limitation of Study	10
1.10 Significance of Study	12