



A STUDY ON THE IMPACT OF
CHINA NATIONAL PETROLEUM
CORPORATION'S BUSINESS STRATEGIES
TO PETRONAS IN SUDAN

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“DECLARATION OF ORIGINAL WORK”

I, NURAZURANIE BINTI HAJI OSMAN, (870315-56-5540)

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

3rd MAY 2010

The Head of Program
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MELAKA BANDARAYA BERSEJARAH

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**THE IMPACT OF CHINA NATIONAL PETROLEUM CORPORATION'S BUSINESS STRATEGIES TO PETRONAS IN SUDAN**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

Asian national oil companies are prospering in Africa's largest country but Western investment has been deterred by U.S. sanctions and political instability surrounding the referendum. CNPC, PETRONAS and ONGC are among the foreign oil firms in Sudan. CNPC and PETRONAS started its investment in Sudan in 1995. However, CNPC is the dominant foreign player in the Sudanese Oil Industry while PETRONAS is the second major player in Sudan.

CNPC has used variety of business strategies in Sudan that have give impact to PETRONAS in Sudan. There are two types of impacts of CNPC's business strategies to PETRONAS, which are positive impacts and negative impacts or threats. Thus, this study is intending to determine the business strategies used by CNPC in Sudan, the impact of CNPC's business strategies to PETRONAS in Sudan and the gap analysis between the CNPC's business strategies and PETRONAS' business strategies in Sudan. Thus, from the findings of gap analysis, we can see that which business strategies that PETRONAS have been missed in Sudan compared to the CNPC.

TABLE OF CONTENTS	PAGE
LETTER OF DECLARATION	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	v
ABSTRACT	vi
CHAPTERS	
1.0 INTRODUCTION	
1.1 Background of the Company	
1.1.1 CNPC in Sudan	1-3
1.1.2 PETRONAS in Sudan	3-5
1.2 Oil and Gas Industry in Sudan	5-7
1.3 Issue Statement	7
1.4 Issue and Elements of the Study	7-8
1.5 Objective of Study	8
1.6 Definition of Terms	8-10
2.0 LITERATURE REVIEW	
2.1 Issue	11-12
2.2 Elements of the Study	
2.2.1 Signs New Agreements With Sudan	12-13
2.2.2 Cooperation With Juba University	13-15
2.2.3 Contribute to Public Welfare	15-17
2.2.4 Wins Project Through Sincerity and Strength	17-19
2.2.5 PETRONAS' business strategies	19-22
3.0 RESEARCH METHODOLOGY	
3.1 Data Collection Method	
3.1.1 Primary Data	23
3.1.2 Secondary Data	23-24
4.0 FINDINGS, CONCLUSION AND RECOMMENDATIONS	
4.1 Findings	
4.1.1 The impact of CNPC's business strategies	25-27
4.1.2 List of Tables	28-31
4.1.3 Gap Analysis	31-32
4.2 Conclusion	32
4.3 Recommendations	33-34
REFERENCES AND BIBLIOGRAPHY	35-36
APPENDIXES	37-38