



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَارَا  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**"THE STRATEGIC PLANNING DEVELOPMENT:  
A CASE STUDY OF KOPERASI PERMODALAN KELANTAN  
BERHAD"**

**NORHAZRINI BINTI MAMAT YUSOF  
2006211786**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
MARKETING  
FAKULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KELANTAN**

**NOV 2008**



اَوْنُوْرْسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING**  
**FACULTY OF BUSINESS MANAGEMENT**


**DECLARATION OF ORIGINAL WORK**

**I, NORHAZRINI BINTI MAMAT YUSOF**

**I/C NUMBER: 831124035860**

Hereby declare that:

- This work has not 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: 17 / 11 / 2008

**CONTENT****PAGE**

---

LETTER OF TRANSMITTAL	i
ACKNOWLEDGEMENT	ii
DECLARATION OF WORK	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix

**CHAPTER 1 INTRODUCTION**

1.0	INTRODUCTION	1
1.1	BACKGROUND OF THE STUDY	2
1.2	PROBLEM STATEMENT	3
1.3	THE SCOPE OF STUDY	3
1.4	RESEARCH OBJECTIVE	4
1.5	RESEARCH QUESTION	5
1.6	RESEARCH STRUCTURE	7
1.7	THEORETICAL FRAMEWORK	8
1.8	SIGNIFICANCE OF THE STUDY	10
1.9	LIMITATIONS OF THE STUDY	10
1.10	CONCLUSION	11

## ***ABSTRACT***

*This study is to develop a strategy and offer strategic formulations and recommendations. The research context is on analyzing the company's external and internal environments. This study is collaboration of an analysis of company's strengths, weaknesses, opportunities and threats and matching strategies necessary for the selection of the appropriate strategic activities.*

*Several interviews and focus groups were conducted at KPKB to gain insights into KPKB's competitive advantages and disadvantages. An analysis of the strengths, weaknesses, opportunities and threats of KPKB revealed several competitive advantages that the company possesses over its rivals as well as some areas of weakness that can be improved. The methods used in this study are both primary and secondary data.*

*Thus, using SWOT analysis, the matching strategies were developed. From the matching strategies and SWOT analysis was used to develop strategic business plan for KPKB together with a set of recommendations in very specific issues, which the company should address.*

*Finally, there are specific strategies developed. This study includes a proposed expansion plan (based on a strategic analysis conducted for KPKB) and teaching case study for use in management of KPKB.*

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 INTRODUCTION**

This study pertains to identification of strategic business activities within the next five years for the stated company that is, Koperasi Permodalan Kelantan Berhad (KPKB). The research context encompasses analyzing the company's external and internal environments. This study collaborates with a popular and widely used several strategic tools called SWOT analysis. These collaborations allow the study to perform matching strategies necessary for the identification and selection of appropriate strategic activities, necessary for the company under study.

This study is divided in six chapters. Chapter 1 discusses on the introduction of the research and gives the background of the company; Chapter 2 focuses to look at relevant literature that relates to the study; Chapter 3 discusses the methodology of the research followed by the analysis and findings in Chapter 4. Chapter 5 is the ranking profile of the strategic options. The results of the study that is focus on conclusion and recommendations will be presented at the end in the Chapter 6.

#### **1.1 BACKGROUND OF THE STUDY**

KPKB is a company that main activity is buying and selling gold jewellery under the Islamic pawn – broking concept of Ar-Rahn. The company is based in Kelantan and currently have branches in Malaysia.

From the respective of KPKB, this study is of importance and interest. The organization during the past couple of years has seen a dramatically increased in demand of its services. The task of this study is to collect and analyze all relevant