



**THE PRACTISE OF BARGAINING STYLES AND NEGOTIATION SKILLS IN
UMW ADVANTECH SDN BHD TOWARDS THE PERFORMANCE OF SALES**

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”

I, _____, (I/C Number : _____)

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 degree.
- 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

24th December 2012

The Head of Program
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KampusBandaraya Melaka
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**The Practise of Bargaining Styles and Negotiation Skills in UMW Advantech towards the Performance of Sales.**” to fulfil there requirement as needed by the Faculty of Business Management, UniversitiTeknologi MARA.

Thank you.

Yours sincerely,

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Bachelor of Business Administration (Hons.) International Business

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ABSTRACT

Every organization's goal is seeking for profit and expands the business. In order to achieve the goal, the organizations need to have a strategy and negotiation is the key. Despite of that, every people in this world are having a negotiation in their lives whether they realize it or not. For a great company like UMW Advantech SdnBhd, they tend to have an international relationship and have an international negotiation in sense of their partners across the nation. To have a successful international negotiation for an organization, they need to develop negotiation skills and bargaining styles. The negotiation skills are based on effective communication, decision making, understanding culture, and smart negotiator. Besides negotiation skills, there are also bargaining styles which consist integrative and distributive bargaining. Data are collected from a series of interview mainly with UMW Advantech SdnBhd Head of Marketing & Sales Department Che Wan Kamaruddin and Manager of Original Equipment Manufacturing Department, Ramlan Dahari. Besides interview, the data also gathered from researcher's observation, company's business plan, company financial statement and the internet. This study is said to be beneficial to the company to view their overall performance especially in term of their sales' performance.