



**BUSINESS SUSTAINABILITY:
A CASE STUDY OF SINAR BEKAL (M) SDN BHD**

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(BUSINESS SUSTAINABILITY: A CASE STUDY OF SINAR BEKAL (M) SDN BHD)

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**Submitted in Partial Fulfillment of
The Requirement for the
Bachelor of Business Administration
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**FACULTY OF BUSINESS MANAGEMENT
UITM BANDARAYA MELAKA**

2011



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“DECLARATION OF ORIGINAL WORK”

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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 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:

PRESCILLA ANAK NOJEM



LETTER OF SUBMISSION

April 2011

Project Advisors,

Faculty of Business Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

Attn: Encik Zaki Bin Sadik

Prof. Madya Puan Hjh Mariamah bt Mohd Ali

Dear Madam / Sir,

Submission of Project Paper (BM 226)

Enclosed please find my submission of project paper title "Business Sustainability: A Case Study of Sinar Bekal (M) Sdn Bhd" for evaluation.

This dissertation is to be submitted to Universiti Teknologi Mara as a partial requirement for the completion of the Industrial Training course assessment.

Thank You.

Yours sincerely,

PRESCILLA ANAK NOJEM

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DATE: APRIL 2011

ABSTRACT

This paper investigates and determines the business sustainability of Sinar Bekal (M) Sdn Bhd in order to be strong in the international market and further success in future. It consists of investigating the important elements that SBSB need to understand in order to maintain its business sustainability in its business. The first element is research on the opportunity and challenges faced by SBSB and second element is to gauge the performance and achievement of SBSB in order to know whether SBSB is able to maintain its sustainability and competitive advantage. The findings presented will focus on these main issues.