



**CULTURAL MISCOMMUNICATION FACED BY FABER GROUP BERHAD  
WHEN DEALING WITH INTERNATIONAL SUBSIDIARIES**

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**BACHELOR OF BUSINESS ADMINISTRATION  
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FACULTY OF BUSINESS MANAGEMENT  
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BANDARAYA MELAKA**

**JANUARY 2012**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

**JANUARY 2012**

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) INTERNATIONAL BUSINESS  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA  
KAMPUS BANDAR MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, SYAZWANI ARBAIYAH BINTI MOHD SHAHIR<sub>1</sub> (I/C NUMBER: 880404-56-5074)

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 extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## LETTER OF SUBMISSION

January 2012

Project Advisors,  
Faculty of Business Management  
UiTM Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Attn : Puan Nur Melissa Bt Mohammad Faisal Wee  
Mr. Ramesh Krishnan

Dear Madam / Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CULTURAL MISCOMMUNICATION FACED BY FABER GROUP BERHAD WHEN DEALING WITH INTERNATIONAL SUBSIDIARIES" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

SYAZWANI ARBAIYAH BINTI MOHD SHAHIR  
2009714577  
Bachelor of Business Administration (Hons) International Business

## **ABSTRACT**

This paper investigates and identifies the causes of cultural miscommunication faced by Faber Group Berhad when dealing with its international subsidiaries. It consists of investigating the cultural miscommunication that becomes a challenge for effective communication between Faber Group Berhad and its overseas branches particularly in India and Abu Dhabi. This research focuses on the three causes of cultural miscommunication faced by Faber when dealing with its international subsidiaries with respect to differences in values, communication styles and use of physical space. The researcher used interview as mean to collect data for the findings of this case study. The findings that the researcher found are that differences in values, physical use of space and communication styles do cause cultural miscommunication when Faber deal with its international subsidiaries.