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2004

**THE COMPETITIVENESS ASSESSMENT MODEL
A CASE STUDY OF OGP TECHNICAL SERVICES
SDN. BHD.**

-based on the internal organizational perspectives.

**KAMARUL NOOR'AIN BT. KHAIRI
(2002387310)**

**Submitted In Partial Fulfillment
Of The Requirement For The
Bachelor Of Business Administration
(Hons.) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

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BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”

I, Kamarul Noor'Ain Bt. Khairi, (I/C Number: 810108-14-5282)

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: 18th October 2004

LETTER OF TRANSMITTAL

18th October, 2004

The Head of Program
Bachelor of Business Administration
Faculty of Business Management
Universiti Teknologi Mara
KM 12, Jalan Muar
85009 Segamat
Johor Darul Takzim

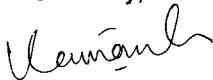
Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE COMPETITIVENESS ASSESSMENT MODEL : A CASE STUDY OF OGP TECHNICAL SERVICES SDN. BHD – based on the internal organizational perspectives" to fulfill the requirement as needed by the Faculty of Business Management, Mara University Of Technology

Thank You.

Yours Sincerely,



KAMARUL NOOR'AIN BT. KHAIRI
2002387310
Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The Competitiveness Assessment Model is a simple tool that allows for analysis beyond the known quantifiable data into creative synthesis that contains eight main categories that play a role in the competitiveness of any enterprise. The eight components are:- (1) Organizational Structure, (2) Global Presence, (3) Products And Methodologies, (4) Operations, (5) Research And Development, (6) Market Image, (7) Growth Strategy and (8) Management. Each category has five subcomponents addressing specific area of concern within the category.

This model has been adopt and modified in order to obtain a greater and accurate results that meet with the objectives and hypotheses of the study. The several aspect of the modification can be seen in the data analysis section whereby the ranking is basically based on the level of employees' perceptions towards the contribution of the 8 components to the high competitive advantages of the company. Each of the finding will be placing within a 'wagon-wheel-matrix". When completed, a judgment call can be made about the overall competitiveness of the company (OGP Technical Services Sdn. Bhd.).