

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON STRATEGIES OF SARAWAK
CONSOLIDATED INDUSTRIES BERHAD (SCIB)
TO ACHIEVE COMPETITIVE ADVANTAGES IN
INDUSTRIALISED BUILDING SYSTEM (IBS)
INDUSTRIES IN KUCHING**

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Dissertation submitted in partial fulfillment of the requirements
for the degree of
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AUTHOR'S DECLARATION

We declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of our own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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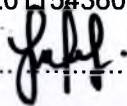
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ABSTRACT

Industrialised Building System (IBS) is defined as a products, systems and techniques used in making less labour-oriented, faster as well as quality controlled. This article aims examine the current strategy and propose future strategy of Sarawak Consolidated Industries Berhad(SCIB) competitive advantage in Industrialised Building System (IBS) industries in Kuching. As one of the main manufacturers of the IBS in Sarawak, it is vital for SCIB to recognize their competitive advantages in order to become a market leader in the IBS industry in Kuching and indirectly being the business entity that in line with Government aspiration to build houses within Sarawak through the IBS technology. We provide recommendation which focus on proposed on future strategies for SCIB pertaining to competitive advantage for further improvement.

KEYWORDS: *Strategies, Competitive Advantages, Industrialised Building System (IBS)*

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Malaysia continue to embark on the development of affordable and sustainable low and medium cost housing with the announcement of the 8th Malaysian plan .However, Malaysia is facing a challenges to accomplish the target of 600,000 to 800,000 houses during this period because the conventional building system currently being practiced by construction industry is unable to cope with the huge demand (IEM, 2001). Therefore, the industry must find solution such as the Industrialised Building System (IBS) which has immense inherent advantages in term of productivity, indoor quality, durability and cost. In budget speech 2005 and 2006, Ex Malaysian Prime Minister , Tun Abdullah Bin Hj Ahmad Badawi had announced the government commitment in introduce the IBS to Malaysian construction industry. "In budget 2005, the Government intends to provide an additional 100,000 units of affordable homes to be implemented through IBS. This system will ensure quality construction, save cost, create safer and cleaner working environment as well as reduce the dependence of foreign workers. The usage of IBS components in Government building projects will increase from 30% to 50% commencing 2005. Housing developers that utilize IBS component exceeding 50% will be given full exemption on levy imposed by CIDB."