



**UNIVERSITI TEKNOLOGI MARA**

**STRATEGIC BUSINESS DEVELOPMENT :  
A CASE STUDY ON  
EGM DEVELOPMENT SDN BHD**

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## **DECLARATION**

We declare that the work in this Applied Business Research 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 thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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# Table of Contents

	Page
Declaration	i
Acknowledgement	ii
Letter of Transmittal	iii
List of Table	vi
List of Figures	vi
Abstract	vii
Chapter 1 Introduction	
1.0 Introduction	1
1.1 Overview of the Study	1
1.2 EGM Development Sdn Bhd	2
1.3 Property Market in Kuching	3
1.4 Problem Statements	5
1.5 Research Objectives	6
1.6 Scope and Limitations	9
1.7 Significance of study	9
Chapter 2 Literature Review	
2.0 Introduction	11
2.1 Strategic Management and Planning	11
2.2 The Process of Strategic Planning	12
2.3 SWOT Analyses and Porter 5 Forces Application in Strategic Planning	14
2.4 Key Success Factor	15
Chapter 3 Research Methodology	
3.0 Introduction	16
3.1 Primary Data	16
3.2 Secondary Data	17
3.3 Data Collection Methods & Tools	18
3.4 Data Analysis Tools	19
3.4.1. SWOT	19
3.4.2. IFE	20
3.4.3. EFE	20
3.4.4. SWOT Matrix	20
3.4.5. IE Matrix	21
3.4.6. SPACE Matrix	21
3.4.7. Grand Strategy Matrix	22
3.4.8. QSPM	22

## Abstract

This applied business research was EGM Development Sdn Bhd (EGM), a property development company. EGM is a real company with name being changed to protect the secrecy and sensitivity of information. Currently, EGM is developing 1,167 units of residential buildings on 2 plots of land.

The objective of this study is to propose strategic business development plan for EGM. This was done by conducting strategic analysis on the company itself, which covered the internal and external factors that affecting the company's business and operations. For this purpose, various well known management tools, which are widely used in practice, were employed.

The results generated from the application of the management tools were generic and specific strategies. These strategies were then used to formulate short term and long term plans for the company. The outcomes from this study can be used by EGM management to develop more details action plans. It is also can be used as a basis for their growth strategy.

# CHAPTER 1 INTRODUCTION

## 1. Introduction

This chapter looks at EGM Development Sdn Bhd, a real company (name has been changed to protect the secrecy and sensitivity of information) for the purpose of this Applied Business Research, and the property industry with emphasis on Kuching market. It also discusses the objectives and nature of this study.

### 1.1. Overview of the study

Property market is a competitive market and experiencing growth in the market. Housing developers by nature are aggressive entrepreneurs and some are from public listed companies which having ample resources. It is also a highly regulated industry where it is uncommon to find customers who are legally aware of their rights and will not hesitate to seek legal redress to settle disputes. In Kuching, the scenario is more challenging in the sense that there are informed buyers and can afford to wait before deciding to buy or otherwise.

EGM is one of the active housing developers in Kuching. Currently, the company is developing two plots of development area known as Taman K1 and Taman K2. Both development plots have their own terms and conditions with stipulated time to complete. EGM had invested quite a substantial sum on development cost and need to recover this investment and at the same time fulfilling the terms and conditions of development agreements.

EGM is in the process of strategising its way forward. The company has partially completed Taman K1 and yet to commence with Taman K2. The