



**STRATEGIC ANALYSIS OF  
AKADEMI BINAAN MALAYSIA (SARAWAK) SDN. BHD.**

**BY**

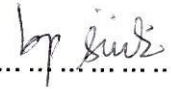
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DECEMBER 2004**

## DECLARATION

We, hereby declare that this Applied Business Project is the result of our own work except for the external sources as being stated.


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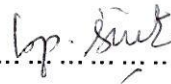
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# CHAPTER 1

## INTRODUCTION

### 1.1 Background

This Applied Business Project (ABP) is a partial fulfillment of Executive Masters in Business Administration (EMBA) program. Students were required to undertake and produce an Applied Business Project in the form of a consultation work's report as a final assignment. This study must apply theories and principles that have been learnt throughout the EMBA program to solve specific problems faced by business firms that have consent their organization to be studied.

In selecting this project, the study team has taken the following considerations:

- i. Scope of the study must meet the requirements and guidelines set by Universiti Teknologi MARA (UiTM).
- ii. The business must be legal.
- iii. There must be opportunities for business improvement and development.
- iv. The study must benefit both the study group and the company.

As an initial step, discussions among group members were held where several prospective projects were discussed. Due consideration, the group decided to undertake a study on Akademi Binaan Malaysia (ABM) Sarawak



## CHAPTER 2

### INDUSTRY AND COMPANY BACKGROUND

#### 2.0 INTRODUCTION

##### 2.1 Malaysian Construction Industry – An Overview

The construction sector is widely regarded as a catalyst for growth, where it often serves as an indicator of a nation's economic performance where brisk construction activities indicate a booming economy and sluggish construction activities inevitably pose indications of economic depression. (*Source: Industrialised Building System (IBS) Road Map 2003-2010, CIDB Malaysia*)

###### 2.1.1 Definition of Construction Works

CIDB Malaysia's Act 520 states that construction works means the construction, extension, installation, repair, maintenance, renewal, removal, renovation, alteration, dismantling, or demolition of:

- (a) any building, erection, edifice, structure, wall, fence or chimney, whether constructed wholly or partly or below ground level,
- (b) any road, harbour, railway, cable way, canal or aerodrome;
- (c) any drainage, irrigation or river control works