



MASTER OF BUSINESS ADMINISTRATION

MANAGEMENT TURNAROUND STRATEGIES

A CASE STUDY OF PIJ AUTOCARE SDN. BHD.

APPLIED BUSINESS RESEARCH

ABR 795

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ABSTRACT

This study deals with Management Turnaround Strategies in recuperating an ailing of PIJ Autocare Sdn. Bhd. This case study suggests that in order to recover from failing there is need to implement unique and distinguish management turnaround and strategies.

The objective of this study is to evaluate the causes of the underperforming specifically on PIJ Autocare Sdn. Bhd. in terms of acceptable levels of profitability, liquidity and cash flow. The basis of Academic Construct is the basis foundation to be used in the areas of study.

In order to gain grounded information for this study, data were collected. In addition to documents that were analyzed, face to face interviews were conducted with various levels of people in the industry. Turnaround Plan is to determine the short term survivability, longer term viability, turnaround strategy and a high level turnaround plan.

Turnaround strategy is described in terms of how the turnaround strategy components of managing, stabilizing, funding and fixing an underperforming or distressed PIJ Autocare Sdn. Bhd.

To achieve its objectives turnaround plan and strategies must reverse causes of distress, resolve the financial crisis, achieve a rapid improvement in financial performance, regain stake holder support and overcome internal constraints and unfavorable industry characteristics.

Understanding all the above, the Group hope to be able to come up with a further recommendation study so that it can bring more value added to the industry in optimizing the operating and capital expenses based on the right dimensioning.

Keywords: Corporate Turnaround, Turnaround Strategies.

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