



**APPLIED BUSINESS RESEARCH (ABR 795)**

**A STUDY ON COMPETITIVE STRATEGY  
OF A DRIVING INSTITUTE:  
A CASE OF INSTITUT MEMANDU CANGIRAN**

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**NOVEMBER 2010**

## LETTER OF TRANSMITTAL

Executive Master of Business Administration  
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19<sup>th</sup> November 2010

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Dear Professor Dr. Fauziah Noordin

### APPLIED BUSINESS RESEARCH

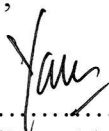
With great pleasure, we would like to submit our project paper entitled “**A Study On Competitive Strategy Of A Driving Institute: A Case Of Institut Memandu Cangiran.**”

With this submission, we fulfill the requirement for the completion of Executive Master in Business Administration (EMBA) program.

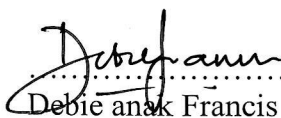
We would like to take this opportunity to express our sincere gratitude and appreciation for your guidance and constructive comments rendered to us throughout the preparation on this paper.

Thank you.

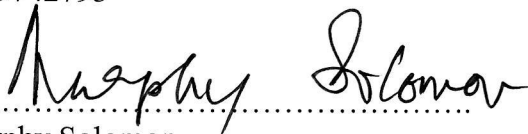
Yours truly,



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## **ABSTRACT**

This study is to analyze and to study the competitive strategy that has been implemented by Institut Memandu Cangiran (IMC) since its first commence its business in 1998. IMC managed to perform and compete with its competitors by implementing effective strategies to be one of the viable players in the market. Based on the finding, problems facing by IMC have been identified and further recommendations on how to rectify and solve the problems in order to strengthen IMC position in the driving institute industry. The response on the level of customer's perception on factors such as price, quality of service, packages and services, locality and facilities offered and SWOT analysis of IMC are further discussed in this paper. There are some internal and external problems of IMC that need to be improved to further enhance IMC strategic plan. Thus, this paper recommends the firm to develop mission and vision statements of IMC, to improve the condition of facilities at IMC, to increase IMC marketing strategies and to implement Employee Recognition Programs to the staffs of IMC.

## **CHAPTER 1**

### **1.0 INTRODUCTION**

To drive in any country, a driver would need to have a valid driving license. These are set by all countries in their legal requirements. To acquire these licenses individuals would have to get approval from the state or the country's 'permission' in the form of a license. The laws and requirements relating to driving license however are different among countries and jurisdictions ([http://en.wikipedia.org/wiki/Driver%27s\\_license](http://en.wikipedia.org/wiki/Driver%27s_license)). In Malaysia before an individual is permitted to drive legally on the road they need to pass tests set by the Malaysian Road Transport Department (RTD). These tests are decentralized to driving institutes in Malaysia.

The growing numbers of driving institutes in Malaysia has caused competition of service in the market. Institut Memandu Cangiran (IMC) is one of the driving institutes in Malaysia by which it has to position itself in the competitive market. Therefore this study aims at finding out how IMC position its competitive strategy in the market.

### **1.1 BACKGROUND OF STUDY**

In Malaysia, an individual who wishes to be licensed to drive a motor-vehicle on the road are all governed by the Road Transport Act 1987. Under Section