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**FACTORS THAT AFFECT THE AWARENESS OF NBOS
PROGRAM TOWARDS EMPLOYEES GRADED N29
AND ABOVE IN STATE SECRETARY OFFICE NEGERI
SEMBILAN**

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**BACHELOR IN BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JUNE 2018

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JUNE 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

"DECLARATION OF ORIGINAL WORK"

I, Nurul Syahirah binti Mustapha, (I/C Number: 961109-59-5144)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 27 / 6 / 2018

LETTER OF TRANSMITTAL

28 June 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi MARA,
85009 Segamat
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factors That Affect the Awareness of NBOS Program towards Employees Graded N29 and Above in State Secretary Office Negeri Sembilan" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Nurul Syahirah binti Mustapha

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

National Blue Ocean Strategy (NBOS) is the brainchild of our YAB Prime Minister, Dato' Sri Mohd Najib bin Tun Hj Abdul Razak to make the Government Transformation Programme a success. The implementation of NBOS work culture will lead to new, creative & innovative ideas. It emphasizes collaboration among government agencies, the private sector and NGO's with the objective of delivering services and projects that are of high impact, low cost with rapid execution & on a sustainable basis. Because of that, most of the federal agencies and state agencies were exposed to implement the national blue ocean strategy. However, not all of the public sector were implementing this strategy because of lacking in awareness. Given that, the aim of this study is understand the awareness of NBOS program among the employees graded N29 and above in the State Secretary Office and to explore the importance of having an awareness among the employees graded N29 and above in the State Secretary Office. The data of the study are collected by using qualitative method which is interviewing three respondents who works in the State Secretary Office Negeri Sembilan. Overall, at the end of this study, the result has shown there is a gap showed in the gap analysis table that refers to the importance of awareness and challenges in developing the awareness.