



**THE CRITICAL SUCCESS FACTOR OF COMPANY HID
GLOBAL SDN. BHD. KULAIJAYA, JOHOR.**

INDUSTRIAL TRAINING

MKT 672

NORAMIRA BINTI ABDUL MUTHALIB

2016326827

ADVISOR: MISS MAZLINA BINTI ISMAIL

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

DECEMBER 2018



**THE CRITICAL SUCCESS FACTOR OF COMPANY HID GLOBAL SDN.BHD.
KULAIJAYA, JOHOR.**

NORAMIRA BINTI ABDUL MUTHALIB

2016326827



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

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

LETTER OF TRANSMITTAL

16 December 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 titled "Critical Success Factor Of Company HID Global Sdn. Bhd. Kulaijaya, Johor" to fulfil the requirement as required by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

Noramira Binti Abdul Muthalib

2016326827

Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS

Declaration of original work	iii
Letter of Transmittal	iv
Acknowledgement	viii
Abstract	ix
List of Tables	vii
List of Figures	vii
Chapter 1: Introduction	
1.0 Introduction	1
1.1 Background of the study	1
1.2 Background of company	2-6
1.3 Problem statement	7-9
1.4 Research Objectives	10
1.5 Research Questions	10
1.6 Scope of study	10
1.7 Significance of the study	10
1.8 Limitation of study	11
Chapter 2: Literature Review	
2.0 Introduction	12
2.1 Critical Success Factor of organization –Large demand	12
2.2 Critical Success Factor of organization – Dependency on system	13
2.3 Critical Success Factor of organization – Space Constrain	14
2.4 Critical Success Factor of organization – Machine Breakdown	15
2.5 Critical Success Factor of organization – Competitors	16

ABSTRACT

Every company wants to achieve their own objectives or targets either in the long run or in the near future. The company also wants to stay long in the industries that they enter. In addition, the introduction of the electronic mechanical industry in Malaysia is very low. But HID Global can continue to compete and create success internationally even though their names among Malaysians are not very well known. Goods that produced by HID Global companies are in the Radio Frequency Identification (RFID) industry. The function and benefit of the item is also unknown to Malaysians even though the technology of the goods is great quality and good for both today and future use. The technology can help facilitate manoeuvre work in terms of finding identity and tracking things. Hence, through the production of high-tech goods such as RFID it is able to give success to HID companies. Despite the success of a company although it is international or local company, HID also does not miss out on several critical success factors. If the HID company is able to identify the factors it will help them to succeed in the future by solving the factor.