



**INSUFFICIENT WORKFORCE IN EXECUTING COMPANY'S  
PRODUCTION: A CASE STUDY OF APPLE BAKERY,  
MELAKA TENGAH, MALACCA.**

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JOHOR**

**JUNE 2018**

**INSUFFICIENT WORKFORCE IN EXECUTING COMPANY'S PRODUCTION: A CASE  
STUDY OF APPLE BAKERY, MELAKA TENGAH, MALACCA.**

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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  
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### "DECLARATION OF ORIGINAL WORK"

I, Aqilah Binti Abdullah, (I/C Number: 941020-10-6270)

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: *Aqilah*

Date: 27 JUNE 2018

## LETTER OF TRANSMITTAL

28 June 2018

Mardiyana 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 "**Insufficient Workforce in Executing Company's Production: A Case Study of Apple Bakery, Melaka Tengah, Malacca.**" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

Workforces are very important in executing the company's production especially in bakery industry. This research was conducted to determine the factors that contribute to insufficient workforce in Apple Bakery, Melaka Tengah, Malacca. The objectives of this study are to determine the factors that contribute to the insufficient workforce in executing the production of Apple Bakery and also to determine the possible ways to overcome insufficient workforce in the company. This research had been conducted by the support from primary and secondary data. The methodology for this study is by using qualitative research with interviewing the permanent staff of Apple Bakery as the data collection method for primary data. The secondary was collected using external sources such as online journals and internet sources. This research shows that the insufficient number of employees was contributed by four factors; work-life balance, working environment, motivational factor and organization instability. The findings shows that all the four factors are contribute to insufficient number of employees in the company. Besides that, the researcher also comes out with few recommendations in order to solve the problem that faced by the company.