

**UNIVERSITI TEKNOLOGI MARA**

**THE IMPORTANT INTERNAL  
FACTORS INFLUENCING DECISION  
ON JOB AWARDED TO SINCO  
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JOHOR**

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## **ABSTRACT**

This dissertation examines the important internal factors that influencing decision in job awarded to Sinco Automasi Sdn Bhd (SASB). By increasing the number of jobs awarded to SASB, the company sales revenue is escalating. Nowadays, business environment is more global and very competitive than it has been in the past. Company needs to better understand the internal and external factors that can lead to the success of the company. SASB was established in 2011 with rapidly growth for five years. Unfortunately, during 2016 until now, sales revenue has showing decreasing trend. However, few researches have been done regarding internal factors that influenced job awarded towards company. Hence, it is very crucial to study the internal factors that contribute in decision job awarded to SASB. One of the objectives is to assess manpower, material, machine and method related to job awarded at SASB.

Generally, we know that every 10 years there will be inflation, and economy become worse. A survey on 34 superintendents were conducted to determine which internal factors play the crucial roles. An interview with one of SASB experienced superintendent, Mr Mohd Azmi bin Azam helped to determine the important information for SWOT analysis. Based on the outcome of this study, we can conclude that method and material element that should be closely monitor by SASB. These two elements mostly affecting the client decision making during job awarded. The finding from this study can be useful to the management of SASB as guideline for the improvement by developing effective strategies and actions in order to achieve the competitiveness for the services offered by SASB to the clients. The recommendation is based on the TOWS analysis. So that, the client has no problem or issue appointing SASB for the job mention.

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