



UNIVERSITI TEKNOLOGI MARA

**RISK OF OUTSOURCING IN
MARKETING ACTIVITIES:
THE CASE OF PULAU INDAH VENTURE SDN BHD**

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ABSTRACT

Outsourcing is a strategic decision to give a task or activity to an independent contractor who determines how best to do the marketing task or marketing activity. In the other word is the outsourcing can be define as the strategic use of outside resources to perform activities traditionally handled by internal staff and resources and provide services that are scalable, secure, and efficient, while improving overall service and reducing costs. Outsourcing includes both foreign and domestic contracting, and sometimes includes offshoring or relocating a business function to another country. Financial savings from lower international labour rates is a big motivation for outsourcing. Pulau Indah Venture Sdn. Bhd. are also not miss to use the outsourcing activities as a way to market their property in Malaysia. Outsourcing can be a factor of the success or a failure to the organization and this will be involving the factors that influence the outsourcing process. This study will give information to the organization in order to become competence and to be successful in outsourcing activity in the future. Moreover, the findings and the recommendation of this study could provide some ideas, strategy and information for the organization to improve from time to time in the future. For this study also will be have a few of limitation in completing this study which is the accuracy of data, lack of knowledge, limited data source and information disclose.