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**“STRATEGIC ANALYSIS OF
CITRA ALTI SDN BHD”**

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ABSTRACT

The construction industry is an important player in the socio-economic development of Malaysia and has contributed significantly to the economy as it has linkages to many other industries such as the manufacturing and financial services industries. With the ever-changing global market in the business environment and due to the global economic turmoil, construction companies have to have the competitive advantage and achieve greater efficiency to stay in the game. This thesis undertakes a comprehensive strategic analysis of CASB, a local construction company, using the Strategy-Formulation Analytical Framework and based on the findings of this analysis propose recommendations to further improve the company performance and enhance its competitiveness and sustenance in the long term. Stage 1 of the framework is the Input Stage where SWOT Analysis, Internal Factor Evaluation Matrix (IFE), External Factor Evaluation Matrix (EFE) and the Competitive Profile Matrix (CPM) were done to determine the internal strength and weaknesses of the firm as well as the opportunities and threats as well the profile of major competitors in the environment. Stage 2 analysis is the Matching Stage where SWOT Matrix, Strategic Position Action Evaluation (SPACE) Matrix and IE Matrix were developed to determine strategies that may be appropriate for CASB. Finally, the third stage or the Decision Stage used Quantitative Strategic Planning Matrix (QSPM), to help identify which of the possible strategies CASB should adopt to improve CASB Its performance

Keywords :

Construction industry, Strategy-Formulation Analytical Framework, IFE, EFE, CPM, TOWS Matrix, SPACE, IE Matrix and QSPM.

1.1 INTRODUCTION

The global competitive arena has forced many to constantly think of new ways to gain competitive advantages in the business world and be among the key players. With the recent events, such as globalization, emerging of new technologies and the global economic turmoil, these have contributed to the sudden plunge in the growth of the construction industry and companies are obligated to constantly provide high quality and reliable products and services and at a lower cost. Knowing this, technological, political and social skills must be improved and aligned with the demands in the market in order for the construction industry to achieve greater efficiency, fight the never-ending challenges and seize new opportunities to stay ahead. Although there are many 'mega-projects' offered by private and government institutions that have sustained the industry over the past decade, nothing last forever. These projects may have been either completed or discontinued.

Thus, with the current situation that has engulfed the construction industry, it is necessary for a comprehensive strategy to be realized in order to set a strong foundation that will position the Malaysian construction players to compete domestically if not globally. Organizations must have long-term goals and a reliable and effective quality management system, it will help in managing total quality, effectiveness and competitiveness that one would need in achieving success at every level in the organization.