

UNIVERSITI TEKNOLOGI MARA

FACTORS CONTRIBUTING TO THE BUSINESS
FAILURE OF A CONSTRUCTION FIRM :
A CASE OF SUPRAWELL SDN.BHD.

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ABSTRACT

The purpose of this paper is to identify the factors contributing the business failure of a construction firm and ways to minimize its continuous losses. The construction industry is one of the most competitive and highly risk businesses when compared to other economic areas due its complex nature. A study was conducted on a construction firm, Suprawell Sdn. Bhd., local based company which has been operated since 1993. For the past eight (8) years, the company has gain no tender awards resulting in no profit. The result from this study found that the factors contributing to the business failures of a firm are lack of managerial skills, lack of marketing knowledge, education level of the top management and its employees as well as the company's Return on Assets (ROA). Based on findings as well as interviews from the top management and its employees, a conclusion and recommendation have been provided in order to minimize its continuous losses.

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