

A STUDY ON THE EFFICIENCY OF SUPPLY CHAIN MANAGEMENT OF OIL AND GAS COMPANY

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BACHELOR OF BUSINESS ADRINISTRATION WITH

HONOURS (MARY(ETING) FACOLTY OF BUSINESS MARKAGEMENT

UNIVERSITI TEXNOLOGI MARA

MOTA KARABALU

APRIL 2010

ACKNOWLEDGEMENT

بسمااللهالر حمن الرحيم

First and foremost I would like to express my sincere gratitude to my literary advisor, Madam Imelda Albert Gisip for her invaluable guidance and advice in order to complete this project paper successfully and also many thanks to the second examiner, Mr. Franklin Hazley Lai for his guidance.

I wish to extend my thanks and appreciate to all the Head Section of Supply Chain Management Department, especially my supervisor, Mr. Ahmad Farid B Mohamed, Madam Sajerah Sakmad, Mr. Ahmad Aminuddin, to Manager of Supply Chain Management, Mr. Saifulizam Yamsara and to Human Resource Manager, Mr. Ezramian B Jamian for this training opportunity, and their support and guidance to conduct this research paper and provided me with the relevant information, ideas, opinions and cooperation.

I would also like to thanks all the staff of Oil and Gas Company especially for Supply Chain Management Department and all learning staff, for their cooperation and for those that taking time to participate and complete my the questionnaire.

Last but not least, my gratitude to my family and friends for their encouragement, prayer and full moral support to me in order to complete this project paper.

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ABSTRACT

Recent years, Supply chain management (SCM) becomes more important in business competition. It is a major component of strategy to enhance organizational productivity and profitability. Transparency in supply chain management operation and collaboration is very important for success and help business in its journey towards global championship. Nowadays, the organizational performance measurement pertaining SCM has been received attention from researcher and practitioners. In this study, the researcher will measure the efficiency of supply chain based on the four phase activities processes: (i) plan; (ii) source; (iii) make; and (iv) deliver. Each of these phases has their measures to discuss (Stewart, 1995; Gunasekaran *et al.*, 2001; Gunasekaran & Ngai, 2004). The supply chain management measurement aims for improved customer satisfaction and hence for overall competitiveness in Oil and Gas Company for a global market.