



UNIVERSITI TEKNOLOGI MARA

APPLIED BUSINESS PROJECT (MBA795)

Re-positioning of
Dyna Flowers Landscaping Sdn Bhd
in the
Landscaping Industry
in Kuching

BY

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JULY 2003

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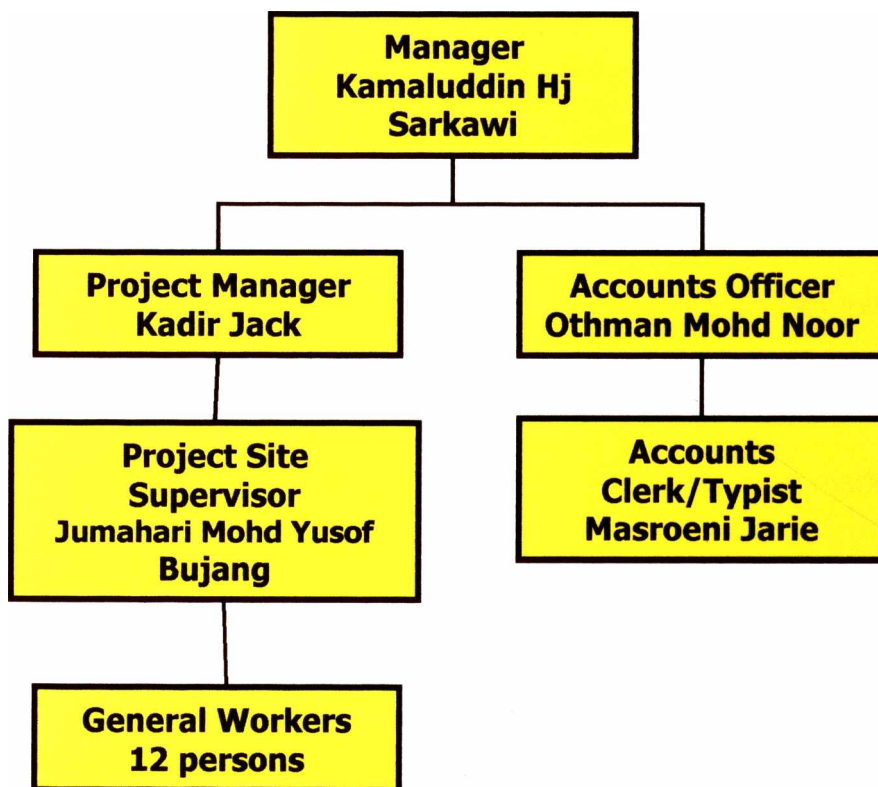
CHAPTER ONE

INTRODUCTION

1.1 Situational Background

Dyna Flowers Landscaping Sdn Bhd (or simply **Dyna Flowers**) was incorporated in July 1993 and into its ten (10) years on April 10, 2003 and is among the more successful local bumiputra players in the landscaping business. It has a registered office in Kuching. The organisation chart below indicates its lean and mean operations.

Chart 1
Organisation Chart of Dyna Flowers Landscaping Sdn Bhd



It has a strong foothold within the industry and currently operates or competes within the state of Sarawak. The current market situation or industry's scenario for landscaping though optimistic is marked by

CHAPTER TWO

LITERATURE REVIEW

2.1 Landscaping

The history of landscape development in Malaysia is comparatively recent. However, there are verbal and written references of forbidden gardens and pleasure gardens of the Malaccan Sultanate, the ornamental gardens of the Kelantan Sultanate (Tanah Serendah Sekebun Bunga) and the abundance of flowers, herbs and fruit orchards of the Malay villages mentioned by Munshi Abdullah in 'The Travels of Abdullah'.¹

Prime Minister's "Garden Nation" by 2005

The National Landscape Vision is to direct the nation's landscape towards 'Garden Nation' with all the socially and physically desirable attributes such as sustainable environmental development as in the Langkawi Declaration 1989 and International Environmental Conference in Rio 1992.

Due to the limited amount of information written on landscaping, it became necessary to reference a variety of sources directly from the ground or rely primarily on the data from the various landscaping companies.

Given that the focus of this project was to write and present the paper in an applied business research format *aka* consultancy approach, the challenge faced by the team was great considering the limited literature on landscaping.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Primary Data

Our main source of primary data is gathered directly from Dyna Flowers and the other major players in the landscaping industry of Sarawak particularly in Kuching and also from the city halls or town councils. Dyna Flowers also remained as our main source of data in all aspects of our project. This should answer Objectives 1 and 2 under the Objectives of study.

For the research, the team employed various techniques and methodology to gather data and it includes the following:

3.1.1 Questionnaires

This was mainly used to ascertain the integrity of the data and hence was highly resorted to especially in areas where employees of Dyna Flowers are concerned and the determination of the critical success factors for the landscaping industry.

3.1.2 Interviews

Interviews were generally used in areas where direct contact or face to face conversations is desirable. In all our interview sessions, they were light and informal and the group enjoyed every moment of them because these were sessions where learning and understanding of the business were made easy. Two of our group members interviewed Kai Ngoung and as a result their operations and success stories became the benchmark which subsequently resulted to the ten (10) Critical Success Factors.