



COMPETITIVE ADVANTAGES IN MALAYSIAN SPECIALTY CHEMICAL BUSINESS

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ABSTRACT

The research is focusing on competitive advantage in specialty chemical business in Malaysia. Case study on MACES Sdn Bhd (MACES) on how the company identify the element and subsequently will contribute in achieving its company objective to become a market leader in provision of specialty chemical supply and associated services. The industry External Environmental Factors (EFE) as well as Internal Environmental Factors (IFE) which are the driving forces of the business were identified and analyzed. The study also included analysis on Competitors SWOT by industry and identifies the strategic positioning of the specialty chemical business players. These tools would assist MACES to identify its position in the industry.

MACES Competitive Advantage (CA) were captured and analyzed on its current business, that focus on oil and gas petroleum activity map. The CA was analyzed for its attainability and sustainability characteristics which will help MACES to develop its own competencies and strategies.

The outcome of the study will facilitate MACES to refocus on its strategic move to repositioning it in order to achieve its competitive advantage "To be a one stop center in the provision of specialty chemical and associated services". The recommendations including more market focus, reposition of strategic clock, product focus and the most importantly is key success factors gap closing.