



**GROWTH STRATEGIES IN PETROCHEMICAL INTEGRATED LOGISTICS  
INDUSTRIES  
(A CASE STUDY OF MISC INTEGRATED LOGISTICS (M) SDN BHD)**

**MAHADI BIN SHAIK OMAR  
2005715641**

**MOHD NAZIM BIN ABDUL RAZAK  
2005715554**

**HAJI MOHD ZAIN BIN MOHD AMIN  
2005715602**

**EXECUTIVE MASTER OF BUSINESS ADMINISTRATION  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS NEGERI TERENGGANU  
DUNGUN, TERENGGANU**

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## ABSTRACT

The objective of the research was for developing a framework for a logistic company in determining the growth strategies in order to increase market shares in Petrochemical integrated logistic industries in Eastern Region of Malaysia.

The first step was by carrying out Gap Analysis in business performance of the company. External as well as Internal Environmental Factors (EFE & IFE) which are the driving forces of the business were identified and analyzed, through the application of Porter's 5 Forces & PESTEL models.

Key issues and strategic capabilities related to the company were identified. The study also included analysis on Competitors Profile Matrix (CPM) both by industry and also services offerings. These tools would assist the company to identify its position in the logistics industry.

The company's Competitive Advantage (CA) were distinguished and analyzed on its current business, which focuses on different industries within the integrated logistics value chain. The CA was analyzed for its Sustainability, Acceptability and Feasibility characteristic which will help the company to develop its own Competencies and Strategy.

The research used **MISC Integrated Logistics Sdn Bhd (MILS)** as the case study by utilizing data mining techniques based on the specified framework. The outcome of the study will facilitate the company to refocus on its strategic move in order to be the leading integrated logistics company in the Petrochemical integrated logistic industries in Eastern Region of Malaysia.