

UNIVERSITI TEKNOLOGI MARA

**TO SUSTAIN THE SALES PERFORMANCE OF
SOUTHERN PREMIX SDN BHD**

MUHAMAD RAIS BIN ISMAIL
NOORHASLIZA ABD RAHMAN
MOHD ASYRAF BIN ZAINAL

APPLIED BUSINESS RESEARCH IN FULFILLMENT OF THE APPLIED BUSINESS
PROJECT REQUIREMENTS FOR THE EXECUTIVE MASTER OF BUSINESS
ADMINISTRATION (EMBA)

FACULTY OF BUSINESS MANAGEMENT

JUNE 2013

ACKNOWLEDGEMENT

First and foremost praise to Allah, The Al Mighty and Most Merciful for blessing us and allowing us to complete this project paper.

We would like to express our sincere gratitude to our advisor, Dr Noor Azam bin Abd Aziz for his professional advisory, consultancy, guidance and motivation during the preparation of this paper. We hope Allah will bless him for all his continuous efforts and understanding. We would also like to thank our Program Coordinator, Associate Professor Rahimah Shawkataly for her patience and supports.

We wish to thank our families for their continuous support enabling us to complete this project.

Last but not least we would like to thank some important personnel at Southern Premix Sdn Bhd. Our heart-full thanks go to Yang Berbahagia Datuk Mohamed Zaini bin Amran – Group CEO SeliaGroup, Yang Berusaha Tuan Haji Amlil bin Talib – Group Deputy CEO (Operation) SeliaGroup and En Johari bin Abdul Rahim – Executive Director (Operational Excellent Unit) SeliaGroup for allowing us to produce this research based on Southern Premix Sdn Bhd and all the staffs for providing the necessary information.

ABSTRACT

Southern Premix Sdn Bhd (SPSB), formerly known as BumiHiway Oil & Gas Sdn. Bhd is one of the Group of Companies under SELIA GROUP. SPSB is a company under the manufacturing division of SELIA GROUP. The core business of Southern Premix Sdn Bhd (SPSB) is to produce and supply quarry products for Southern Region Infra & Buildings Construction Industries. This study is focused on the inability of SPSB to sustain the sales performance in the market as a premix supplier due to the material price fluctuation and sales decreasing trend. The objectives of this study are to analyze the competitive forces that coordinates and controls the market of premix segment in southern region, determine competitiveness of SPSB with others player in southern region, identify the strength, weakness, opportunity, and threat of SPSB and developing a strategy for SPSB to be the market leader in premix segment in southern region. In this study, the result and findings shows that, Swee Premix, SPSB's nearest and biggest competitor has got the highest total score at 3.28, This makes them the market leader in terms of Market Share followed by strong Financial Position and also in Sales distribution. In conclusion, the inability of SPSB to sustain the sales performance in premix segment is mainly due to due to SPSB is not capitalizing the INTERNAL REVENUE and EXTERNAL REVENUE extensively. This has derive to their sales decreasing factor which later being proposed and recommended through 3 major strategic goals which are :**To increase in revenue for the growth of SPSB, To increase in Capital Expenditure (CAPEX) in order to support the SPSB business expansion and lastly To increase in Human Capital Development, in order to fulfil the competency gap.**

TABLE OF CONTENTS

| | Page |
|--|-------------|
| TITLE PAGE | |
| ACKNOWLEDGEMENT | II |
| LETTER OF TRANSMITTAL | III |
| DECLARATION OF ORIGINAL WORK | IV |
| TABLE OF CONTENTS | V |
| APPENDICES | VII |
| ABSTRACT | VIII |
| | |
| CHAPTER ONE : INTRODUCTION | |
| 1.0 Introduction | 1 |
| 1.1 Background of Study | 2 |
| 1.2 Statement of Problem | 13 |
| 1.3 Objectives of The Study | 16 |
| 1.4 Significant of the Study | 17 |
| 1.5 Limitation of Study | 18 |
| 1.6 Scope of Study | 18 |
| | |
| CHAPTER TWO : LITERATURE REVIEW | |
| 2.1 Sustainability | 19 |
| 2.2 Performance | 20 |
| 2.3 Growth | 20 |
| 2.3.1 Firm Growth | 22 |
| 2.3.2 Measures of Growth | 24 |
| 2.3.3 Factors contributing to firms' growth | 25 |
| 2.4 Porter's 5 Forces Model | 26 |
| 2.5 PESTEL Analysis | 27 |
| 2.6 Competitive Profile Matrix | 28 |
| 2.7 Using IFE and EFE matrixes in order to evaluating internal and external factors | 29 |

| | | |
|-----|---------------|----|
| 2.8 | SWOT Analysis | 30 |
| 2.9 | SPACE Matrix | 30 |

CHAPTER THREE : RESEARCH METHODOLOGY

| | | |
|-----|---|----|
| 3.1 | Data Source | 31 |
| 3.2 | Method for Data Collection | 32 |
| 3.3 | 5 FORCES PORTER'S MODEL | 34 |
| 3.4 | PESTEL Analysis | 35 |
| 3.5 | Competitive Profile Matrix | 36 |
| 3.6 | External Factor Evaluation (EFE) Matrix | 36 |
| 3.7 | Internal Factor Evaluation (IFE) Matrix | 37 |
| 3.8 | SWOT Analysis | 38 |
| 3.9 | SPACE Matrix | 41 |

CHAPTER FOUR : RESULT AND FINDINGS

| | | |
|-----|---|----|
| 4.1 | 5 Force Porters Model | 44 |
| 4.2 | PESTEL Analysis | 46 |
| 4.3 | Competitive Profile Matrix | 50 |
| 4.4 | External Factor Evaluation (EFE) Matrix | 52 |
| 4.5 | Internal Factor Evaluation (IFE) Matrix | 55 |
| 4.6 | SWOT & TOWS Analysis | 59 |
| 4.7 | SPACE Matrix | 66 |

CHAPTER FIVE : CONCLUSION 69

CHAPTER SIX : RECOMMENDATION 71

REFFERENCES 76