



APPLIED BUSINESS REPORT
(ABR 795)

TITLE: STRATEGIC OPERATIONS ANALYSIS
A CASE STUDY OF FAMA DELIVERY SYSTEM OF SELECTED FRESH PRODUCE TO
TAWAU, SABAH.

By

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ABSTRACT

This study is to investigate whether LDOC can be centre distributing fresh produce to Tawau beside KKOC in term of cost efficiency and delivery schedule.

This research employs case study method which includes structured interview and documents analysis. The selection of correspondence is by judgemental sampling based on the designation. The objective of this interview is to identify FAMA's internal factor evaluation as well as putting the rates and weight. All interviews were done in a non contrived setting with minimal interference from the researchers using cross-sectional method.

Responses from the interview were analyzed using PERT. PERT is a project management tool used to schedule, organized, and coordinates tasks between activities. The QSPM approach attempts to objectively select the best strategy. QSPM's usefulness in formulating strategies based on underlying external and internal assessments and Strengths- Weaknesses-Opportunities-Threats (SWOT) analysis. Follow by the external and internal assessments are provided (summarized) in an External Factor Evaluation Matrix (EFEM) and an internal factor Evaluation Matrix (IFEM).

There are 5 strategic alternative had been proposed which are LDOC Delivery, KKOC Maintain As Status Quo, Increase Market Penetration, Offer delivery services and Outsourcing.

The study has shown the prioritize recommended strategy is LDOC delivery. Depth comparison between current delivery system and LDOC delivery as preferred alternative strategies had been done. The first part is on PERT analysis shown reduction of estimation time completion by 11.4%. As regards to total cost, range of reduction is 10.9 % to 20.9%

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1.1.4	Supply Chain Management (SCM) of Fresh Produce	8
1.1.5	Supply and demand of fresh produce in Sabah	9
1.1.6	Tawau District	11
1.1.6.1	Tawau's Key Strengths in Agriculture	11
1.1.7	Conclusion	13
1.2	Company Background	13
1.2.1	Federal Agricultural Marketing Authority (FAMA)	13
1.2.2	FAMA's trading development	13
1.2.3	FAMA Services: Distribution of Fresh Produce	14
1.3	Problem Statement	16
1.4	Research Questions	16
1.5	Research Objectives	16
1.5	Scope of Study	16
1.7	Significant of Study	18
1.8	Limitation	18
CHAPTER 2: LITERATURE REVIEW		
2.0	Introduction	17
2.1	Strategic Operational Analysis	17
2.2	Delivery system in supply management	20
2.3	Cost Of Operations	22

TABLE OF CONTENTS

3.0 Introduction

ITEMS	PAGE
ABSTRACT	i
ACKNOWLEDGEMENT	ii

3.3.1 Program Evaluation and Review Technique (PERT)

CHAPTER 1: INTRODUCTION

1.0	Introduction	1
1.1	Background of the study	1
1.1.1	The rise of Agriculture Industry in Malaysia	1
1.1.2	Scenario of fresh produce industry in Malaysia	3
1.1.3	Malaysia Agrofood Policy 2010-2020	5
1.1.4	Supply Chain Management (SCM) of fresh produce.	6
1.1.5	Supply and demand of fresh produce in Sabah	9
1.1.6	Tawau District	11
1.1.6.1	Tawau's Key Strengths in Agriculture	11
1.1.7	Conclusion	13
1.2	Company Background	13
1.2.1	Federal Agricultural Marketing Authority (FAMA)	13
1.2.2	FAMA's trading development	13
1.2.3	FAMA Services: Distribution of Fresh Produce	14
1.3	Problem Statement	14
1.4	Research Questions	15
1.5	Research Objectives	15
1.6	Scope of Study	16
1.7	Significant of Study	16
1.8	Limitation	16

3.1 PERT

CHAPTER 2: LITERATURE REVIEW

2.0	Introduction	17
2.1	Strategic Operational Analysis	17
2.2	Delivery system in supply management	20
2.3	Cost Of Operations	22

5.1 TOWS Matrix Analysis

CHAPTER 3: METHODOLOGY

3.0	Introduction	24
3.1	Research and sampling design	24
3.2	Data collection	25
3.3	Data analysis	
3.3.1	Program Evaluation and Review Technique (PERT)	25
3.3.2	Cost Of Operations	26
3.3.3	QSPM (Quantitative Strategic Planning Matrix)	27
3.3.2.1	EFE and IFE (External & Internal Factor Evaluation)	28
3.3.2.2	Space Matrix	30
3.3.2.3	TOWS	31

CHAPTER 4: RESULTS

4.0	Introduction	35
4.1	First Stage – PERT	35
4.2	Second Stage- Cost of Operation	39
4.2.1	Cost calculations for current delivery system (weekdays)	40
4.2.2	Cost calculations for current delivery system (weekends)	41
4.2.3	Total cost of operations of current delivery System	42
4.2.4	Daily Cost of Operation	44
4.2.5	Cost of Operations for weekly group of delivery (current delivery)	44
4.3	Third stage – Strategic Management Analysis	45

CHAPTER 5: CONCLUSIONS

5.0	Introduction	48
5.1	PERT	48
5.2	Cost of Operation	49
5.3	IEF and EFE	50

CHAPTER 6: RECOMMENDATIONS

6.0	Introduction	51
6.1	TOWS Matrix Analysis	51