

***A STUDY ON PROTON'S CONTRIBUTION
TOWARDS
THE NATIONAL
CAPABILITY DEVELOPMENT***

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ABSTRACT

The automotive industry has been an important industry in the economic development of Malaysia. Initially, motor vehicle assembly plants were set up to provide employment and to reduce import of completely built up vehicles. Due to this automotive manufacturing development, PROTON should be thanked for utilising the business opportunities and creating a competitive environment in manufacturing industries. As for this, PROTON had contribute a lot towards the national capability developmentTherefore this study was undertaken to measure the national car manufacturer, PROTON had achieve in developing the competitiveness in component manufacturing.

Nevertheless, through this also, the company had made the Government to increased the incentives in the sector to build up linkages in small-medium industries. This study has revealed that the development made by PROTON can be further expand to achieve greater in the manufacturing and its related industries.

In order to achieved the targeted goals, the researcher had reviewed the current status of the automotive industry and finally recommended the continuous development in the automotive industry.

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