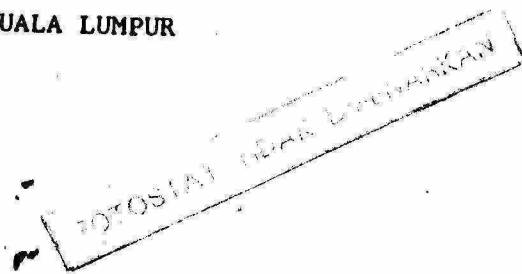


A RESEARCH ON SRI AMERICA'S EFFORTS TO SUSTAIN ITS
SURVIVAL IN A FAST EXPANDING TRAVEL INDUSTRY IN
KUALA LUMPUR



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CHAPTER 1

INTRODUCTION

This research was carried out as partial fulfilment for a Diploma in Business Studies, in Institut Teknologi MARA, Shah Alam, Selangor.

The main objective of this research is to find out in detail the activities carried out by Sri America, and how these activities and programmes are geared into achieving the company's objectives and whether they would be successful.

We would further examine on how Sri America, being one of the three leading travel agencies in Kuala Lumpur, maintains its survival in a fast expanding travel industry.

Thus, we would try to uncover its marketing strategies and its target markets in relation to the marketing mix it adopts. We would also like to examine the relationship that exists between Sri America and TDC.

The final report is to be submitted by the 13th of May, 1985.