

## **1. Objectives of Study**

There are two main objectives in this study:

- To conduct a case study on R. J. Reynolds Malaysia on how value based customer service can improve the competitive of the company through corporate value chain and resource based analysis
- Whether the strategies formulated and adopted by the company will enable it to face the future challenges by using game theory

## **2. Significant of Study**

For this project assignment, I choose R.J. Reynolds Malaysia for my project because of a number of reasons. Firstly, there are only 3 main competitors exist in Malaysia such as Rothmans of Pall Mall, Malayan Tobacco Co and Philip Morris and the tobacco industries in Malaysia are highly regulated by government such as raising taxes, banning smoking in most public places and setting maximum limits for tar and nicotine in cigarettes can still provide competitive advantage. Furthermore, RJRM concentrates on exporting its products to Asia like Japan, Thailand, Brunei, Hong Kong and Duty Free Shops

## **3. Scope of Study**

The scope of my study comprises the following:

- It will be confined to R. J. Reynolds Tobacco Berhad Malaysia only
- Only primary activities of the corporate value chain are discussed
- The current and future strategies adopted and formulated

## **4. Research Methodology**

The collection of data consists of primary and secondary data. Primary data were mainly collected with the help of questionnaire and via interviews with