

TABLE OF CONTENTS

Sr. No.	Chapter	Page
1	Introduction & Company Profile	1-7
1.6	Objective of the Study	
1.7	The Scope & Limitations of Study	
1.8	Organization of Study	
2	Methodology	8
2.1	Analysis Tools	
3	Analysis of the Company	9-26
3.1	Product Range	
3.2	Pricing Strategy	
3.3	Siemens Presence In Malaysia	
3.4	Siemens Procurement & Logistic Services (SPLS)	
4	Research Results	27-37
4.1	SWOT Analysis	
4.1.1	Strengths	
4.1.2	Weaknesses	
4.1.3	Opportunities	
4.1.4	Threats	
4.2	Michael Porter's Five Forces	
4.3	Value Chain Model	
5	Conclusion And Recommendations	38-40
5.1	Limitations and Difficulties Faced	
5.2	Conclusions	
5.3	Recommendations	
	Bibliography	