TABLE OF CONTENTS

	DESCRIPTION	PAG
	Title Page	i
	Statement of Declaration	ii
	Acknowledgement	iii
	Executive Summary	iv
	Contents	vi
	List of Tables	viii
	List of Appendices	ix
Chapter 1	INTRODUCTION	1
	1.1 Background of Study	1
	1.2 Objectives of the Study	2
	1.3 Scope of Study	2
	1.4 Sources of Information	2
	1.5 A Brief Literature Review	3
Chapter 2	COMPANY PROFILE	
	2.1 Background Review of Abric Bhd. and ACSB	4
	2.1.1 Abric Berhad	4
	2.1.2 Abric Cladding Sdn. Bhd.	5
	2.1.2.1 Services Offered	6
	2.1.2.2. History of Curtain Wall and Cladding	7
	2.1.2.3 Major Players	8
Chapter 3	ENVIRONMENTAL ANALYSIS	9
	3.1 Internal Environmental	9
	3.1.1 Financial Audit for ACSB	9
	3.1.2 SWOT Analysis	10
	3.1.3 Current Management Style and Corporate Culture	

	DESCRIPTION	PAGE
	3.2 External Environment	16
	 Structural Analysis of the curtain walls and cladding industry 	16
	3.2.2 Market Trends	21
Chapter 4	STRATEGIC CHOICE AND IMPLEMENTATION	29
	4.1 Strategic Choice	29
	4.1.1 Overall Strategic Direction	29
	- Capture and Increase Market Share	
	4.1.2 Specific Strategy	31
	- Revitalize and Strengtening Core Competencies	
	4.2 Strategic Implementation	36
	4.2.1 Build Contract Team As A Core Capability	37
	4.2.2 Maximise New Projects By Adding Value To Marketing Activity	39
	4.2.3 Ensure That Appropriate Support Functions Have The	40
	Necessary Capabilities To Serve The Targets Markets	
	4.3 Role of Top Management	41
Chapter 5	CRITIQUE ON METHOD EMPLOYED	43
Chapter 6	CONCLUSION	46
	REFERENCES	40

LIST OF APPENDICES

Appendix A: Group Structure of ABRIC BERHAD

Appendix B: Organization Chart of ACSB

Appendix C : Solving Problem Solving - Exploring and Making Decisions

LIST OF TABLES

Table No.	<u>Description</u>	Page
2.1	Turnover and Profit for Abric Berhad	5
3.1	Turnover and Profit for Abric Cladding Sdn. Bhd.	10
3.2	Competencies Analysis	18
4.1	Characteristics of the Most Successful Organizations	33
4.2	Major Root Causes	34
4.3	Build Competent Team to Identify Target Market	37
4.4	Build Competent Team to Prepare Effective Business/Marketing Plan	38
4.5	Maximise New Projects by Adding Value to Marketing Activity	39
4.6	Ensuring Support Functions Have the Necessary Capabilities	40