
METHODOLOGY

This study is a consultative type of research and therefore would be organisation oriented. Various tools would be used to analyse the company as well as the market. On the basis of the indepth analysis of the company, competitors and markets, I would attempt to recommend so as complementing its existing strategies.

2.1 TOOLS OF ANALYSIS

It is essential to analyse the company, competitors, markets and customers in order to come out with the right marketing mix strategy. The research analysis, conducted mainly based on data and materials from various sources, including interviews and personal communication with executives in the company, would form the basis for recommendations, which could be considered by the company. These analytical tools used in my research are as follows.

(i) **Strength, Weakness, Opportunities and Threats (SWOT)**

Analysis the company and the external environment will be carried out. The company's strength and weakness will be internal factors whereas the external environment will provide the opportunities and threats to the company.

(ii) **A feasibility study of the target market**

This would include the analysis of different factors that affect the demand of various construction services, including economic growth and political stability.

(iii) Porter's five forces

The construction industry competition especially in the local scene would be analyzed using Porter's five forces. These forces are (a) threat of new entrants' (b) rivalry among competitor (c) threat of substitute services or (d) bargaining power of buyer (e) bargaining power of suppliers. The resulting analysis would help towards the suggestion of complementary strategy formulation.

(iv) Value chain analysis

This is an analytic tool proposed by Michael Porter to identify ways to create more values for the customer. The value chain identifies nine strategically relevant activities that create value cost in a specific business. They are five primary activities and four support activities. The primary activities are inbound logistics, operation, outbound logistics, marketing, sale and service.

The support activities are firm infrastructure, human resource management, technology development and procurement.

2.2 TYPES OF DATA

The relevant data used for this study was obtained through secondary information sources. No primary data search was done as this is intended to be a consultative-type research. The secondary data search was intended to give a brief overview on the recent economy as well as the construction industry, both locally and regionally.

The search also helps to reveal the performance and market share of competitors. The secondary data were mainly gathered from journals, newspapers and reports from University Malaya Library, Master Builders Association, Kuala Lumpur Stock Exchange Library (KLSE), Construction Industry Development Board (CIDB), newspapers and company annual reports.