TABLE OF CONTENTS

CHAPTER No.	DESCRIPTION	PAGE
	EXECUTIVE SUMMARY	
1.0	INTRODUCTION	1 - 4
1.1	The Construction Sector of Oil and Gas Industry In Malaysia and Worldwide	1
1.2	Emergence of Sumatec As A Major Contractor In The Oil and Gas Industry In Malaysia	2
1.3	Objective of The Study	3
1.4	Scope and Limitations of The Study	3
1.5	Organisation of The Study	3
	organisation of this state,	J
2.0	SUMATEC'S COMPANY PROFILE	5 - 14
2.1	Company Background	5
2.2	Company Success	8
2.2.1	Construction Works For Oil and Gas Industry	8
2.2.2	Construction Works For General Industries	11
2.2.3	Company Annual Turnover	11
2.3	Product Range	12
2.4	Market and Competition	12
2.5	Pricing Strategy	13
3.0	METHODOLOGY	15 - 16
3.1	Analysis Tools	15
4.0	ANALYSIS OF THE COMPANY	17 - 52
4.1	General External Environment Analysis	17
4.1.1	Economic Forces	17
4.1.2	Social, Cultural, Demographics and Environmental Forces	20

TABLE OF CONTENTS

CHAPTER No.	DESCRIPTION	PAGE
4.1.3	Political, Governmental and Legal Forces	21
4.1.4	Technological Forces	21
4.1.5	Competitive Forces	22
4.2	General Internal Environment Analysis	24
4.2.1	Resources	24
4.2.2	Capabilities	26
4.2.3	Core Competencies	28
4.3	SWOT Analysis	29
4.3.1	Strengths	29
4.3.2	Weaknesses	35
4.3.3	Opportunities	38
4.3.4	Threats	40
4.4	Industry Analysis - Porter's Five Forces Model	42
4.4.1	Threats of New Entrants	42
4.4.2	Threats of Substitute Products	43
4.4.3	Bargaining Power of Suppliers	44
4.4.4	Bargaining Power of Clients	45
4.4.5	Rivalry Among Competing Firms In The Industry	45
4.5	Value Chain Analysis	46
4.5.1	Inbound Logistics	47
4.5.2	Operations	47
4.5.3	Outbound Logistics	48
4.5.4	Marketing and Sales	48
4.5.5	Service	49
4.5.6	Firm Infrastructure	49
4.5.7	Human Resources Management	50
4.5.8	Technological Development	51
4.5.9	Procurement	52
5.0	SUMMARY OF FINDINGS	53 - 56
6.0	RECOMMENDATIONS	57 - 59
6.1	Backward Integration and Forward Integration	57
6.2	Deverticalization To Cut Middle Management and	58

TABLE OF CONTENTS

CHAPTER No.	DESCRIPTION	PAGE
	Practice Empowerment of Employees	
6.3	Venture Into International market	58
6.4	To Have Its Own Engineering Department	59
7.0	CONCLUSIONS	60 - 60
	BIBLIOGRAPHY	i - iv
	APPENDICES	a-j