CONSULTANCY-TYPE RESEARCH REPORT

Table of Contents

Executive Summary

- A brief description of Bank Perusahaan Kecil dan Sederhana Malaysia Berhad (SME Bank) and Credit Guarantee Scheme (CGS) 1
- A brief description of the problem/issues identified 2
- A snapshot of the analysis, findings and recommendations 3

SECTION 1: The relevant background of SME Bank and CGS

- Its history and current situation 5
- Justification for the selection of SME Bank and CGS 12
- Focus of the research 16

SECTION 2: Objective of the project research 17

SECTION 3: The rationale of the choice of managerial problems/issues

- Vision and Mission 20
- Long term and short term objectives 21
- Competitive analysis 22
• Production and development 23
• Marketing 24
• Finance 25
• Organisation and management 25

SECTION 4: Analysis – empirical data and graphics

• Literature Review 27
• Diagrams and Graphs 48

SECTION 5: Recommendations 54 – 70

• The appropriateness and inappropriateness of alternative courses of action

• The rationale for the recommendations

• The feasibility of the recommendations – the capabilities and resources to implement the suggestions.

SECTION 6: Summary and Conclusion 71

SECTION 7: Scheduling and Milestones Recommended 74

References 83