

3. RESEARCH METHODOLOGY

The data used in this research are obtained from secondary data. These materials are ; annual reports, in-house informations from author's employer, KLSE Handbook, related seminar materials and author's entrenched experience. The data used are essentially secondary except those from the author because primary data collection has been impossible due to author's vested interest. These short-comings are believed well covered by author's experience as the main objective is indeed an academic one, targeted at facilitating executives to apply Porter's concepts to their industry.

The data analysis methodology is based on Michael Porter's Five Forces Industry Analysis discussed earlier. The adopted methodology is illustrated in Fig 3.1.

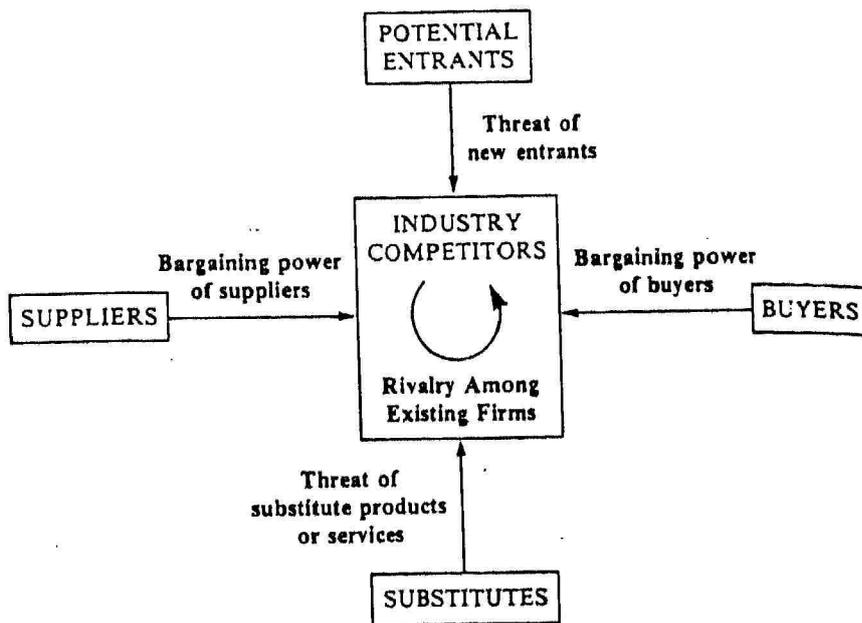
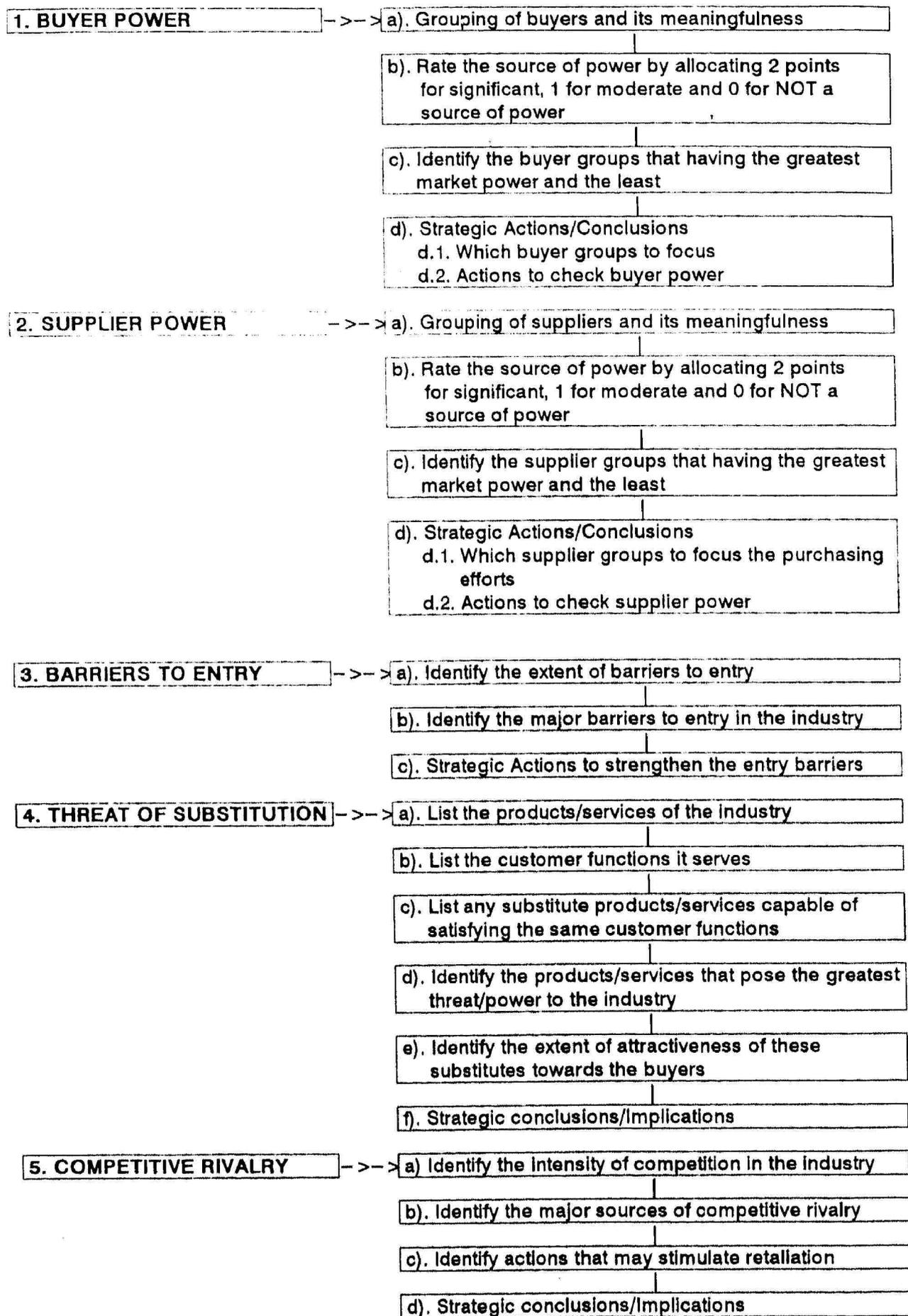


FIGURE 3-1. Forces Driving Industry Competition

FIG 3.2. DATA ANALYSIS FLOWCHART



The data analysis flow-chart illustrated in Fig 3.2., which is modified from Robert Stringer and Joel Uchenick (10) serves as the framework of analysis and the strategic actions would be discussed in the recommendation section.

SCOPE AND LIMITATIONS

The flexible packaging industry is very diverse and wide. Attempts to cover all aspects of it certainly required more vigorous time and efforts. Hence, this research paper shall only be confined to the " Big Five " flexible packaging players in Malaysia of which four are listed in the KLSE.

In view of the author himself being an insider in this field, primary data collection was primarily done through personal observations. Secondary data are obtained from annual reports, author's employer's information as well as valuable information from seminar materials, both local and overseas publications.

Due to reasons of confidentiality, the identities of the firms have not been disclosed.

10. Robert Stringer and Joel Uchenick (1986)