

6. CONCLUSION

The Michael Porter's Five Competitive forces structural analysis have been reputed as one of the most important and basic tool used in the first stage of strategic formulation. It was found that with proper questionnaires and systematic data analysis methodology , the tool becomes friendlier to use and very objective.

The major achievement of this research is the formulation of a step by step approach that applicable to most industries when conducting structural analysis.

The information collected from the flexible packaging industry is believed to be helpful and in-fact latest which shall enlighten readers who are new in this field. It reveals the competitiveness of the industry and shall serve as a good guide to investors who are attracted by the impressive growth rate of the industry. They should find out more about the industry before decided to venture into it bluntly.

Could there be other forces that were not taking into considerations when Michael Porter formulates this technique ? Would the analysis could have been more thorough with the inclusion of "Environmental" factor (PEST)?. To further test the applicability of the data analysis approach, it would be in the best interest of all concern should more studies being conducted adopting the same approach in near future.