

**CORPORATE BRANDING AND REPUTATION MANAGEMENT IN MALAYSIAN
INDIGENOUS MANUFACTURING**

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ABSTRACT

The purpose of this study is to examine and gain a better understanding of the Corporate Branding and Reputation Management in Malaysian Indigenous Manufacturing. This study focuses on Malaysian's top car manufacturing company Perusahaan Automobile National (PROTON). PROTON has not been able to market its products, namely, cars and spare parts in comparison to competitors. The researcher feels that it may be inappropriate Corporate Branding and Reputation Management or sheer absence of it. A study was conducted, involving Delphi method, to extract a useful path forward to steer the company for better Corporate Branding and Reputation management.

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CHAPTER 1

INTRODUCTION

1.1 Introduction to the Study

Malaysia is one of the most developed countries in the ASEAN region. Its economy is largely dependent on manufacturing products such as electrical and electronic products, textiles, as well as rubber-based products, followed by the agricultural and mining sectors. Malaysia is also one of the world's largest exporters of palm oil, natural rubber, tropical timber, cocoa beans and pepper.

Since Independence in 1957, it has moved away from its reliance on tin and rubber and diversified its economy by aggressively attracting investment, both foreign and domestic. After Singapore and Brunei, it is the most developed country in South-East Asia, with the high standard of living. Malaysia's rapid increase in manufacturing has been achieved by modernising the country's transport, communications and energy infrastructure, developing industrial zones and offering substantial tax breaks for investors in export-oriented industries.

This study has focused on the Indigenous Manufacturing and more narrowly the automotive industry in Malaysia. The automotive industry is considered as one of the most important and strategic industries in the manufacturing sector. Specifically this research studied in Corporate Branding and Reputation Management in Malaysian Indigenous Manufacturing specifically on PROTON.

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