

**STRIVING TO BECOME LEADERS: A CASE STUDY OF MALAYSIAN
FIRMS**

**A thesis submitted to the Graduate School in partial fulfillment of the
requirements for the degree Master of Science (Management), Universiti
Utara Malaysia**

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ABSTRAK

Objektif utama kajian ini adalah untuk menilai bentuk dan ciri-ciri organisasi yang berjaya diperingkat dunia dan untuk mengenalpasti samada organisasi-organisasi di Malaysia sejajar dengan organisasi diperingkat dunia. Menurut Michael Porter "Organisasi yang bertaraf dunia adalah sebuah organisasi yang telah mencapai kedudukan yang cemerlang di dalam perniagaannya. Pencapaian untuk menjadi organisasi bertaraf dunia atau organisasi yang berjaya adalah melalui produk yang terbaik, kesetiaan dan kepuasan pelanggan dan mempunyai hubungan strategik yang baik dengan pembekal-pembekal. Oleh itu, organisasi perlu berhati-hati melaksanakan perubahan dalam strategik korporat. Kajian ini bertujuan untuk mengenalpasti secara terperinci samada organisasi-organisasi di Malaysia adalah organisasi yang bertaraf dunia atau ia hanya sekadar permulaan untuk kearah itu. Kajian yang dijalankan secara kajian kes ini telah mendapati bahawa organisasi-organisasi di Malaysia didalam garis panduan yang betul dan secara perlahan-lahan menuju ke arah menjadi organisasi yang berjaya dan bertaraf dunia.

ABSTRACT

The purpose of this study is to examine the features and characteristics of world's successful corporation and to investigate whether Malaysian companies would also be able to progress to such organization. According to Michael Porter " A world-class corporation is an organization which had acquired the position of excellence in its given business. This position is achieved through excellence product, loyal and satisfied customers and good strategic partnerships with suppliers and collaborations. These attributes are the result of careful and well-implemented corporate strategies formulated and implemented by the organization. It is in within this framework that this thesis is aimed in particular to trace out whether Malaysian companies would also be world-class organization. Our investigation through casework methodology did indicate that Malaysian companies are moving in the right direction. While they are moving at a slow place, their efforts of becoming world-class corporation will not be a mere rhetoric. .

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My parents:

*Haji Kadri bin Haji Usuf
Hajjah Hasmah binti Osman*

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CHAPTER ONE

INTRODUCTION

CHAPTER 1

INTRODUCTION

Globalization or borderless market is fast changing in the world economic. The main challenges, is to prepare the organization to meet the ever changing needs especially companies in Malaysia. In order to face the challenges and very competitive market, the organization must turn their status to be world-class.

By definition the world-class organization must acquire the best position in the international business and continuously strives to beat its own standards. To be world-class organization, people build them by design, created by visions, nurtured by ambitious and perfected by actions. There are many strategies to be world-class organization, which would be explained, in the following chapter.

This research is intended to examine the progress of Malaysian companies of becoming “ a world-class corporation” in the highest of the changing global economy. The following will describe the statement of the problem, the objectives, the significance of the study and its limitation.

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