



**CASE STUDY FOR PELORUS INTELLIGENCE AND TECHNOLOGY  
ACADEMY SDN. BHD. : SWOT ANALYSIS FOR NETHERLANDS  
MARITIME INSTITUTE OF TECHNOLOGY (NMIT)**

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**NOVEMBER 2010**



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**“DECLARATION OF ORIGINAL WORK”**

I, Nur Syafiqah Binti Nor Rashid, (I/C Number: 870924-10-5144)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: *Syafiqah*

Date: 8<sup>th</sup> November 2010

## LETTER OF SUBMISSION

8<sup>th</sup> November 2010

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
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Bandaraya Melaka

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “CASE STUDY FOR PELORUS INTELLIGENCE AND TECHNOLOGY ACADEMY SDN. BHD.: SWOT ANALYSIS FOR NETHERLANDS MARITIME INSTITUTE OF TECHNOLOGY (NMIT)” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA

Thank you

Yours sincerely,

*Syafiqah*

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## **ABSTRACT**

SWOT analysis is a tool for auditing in an organization and its environment. SWOT analysis is the first stage of planning and helps marketers to focus on key issues before any decision can be made. This case study analyse the strength, weakness, opportunity and threat or known as SWOT Analyses on Netherlands Maritime Institute of Technology (NMIT) for PELORUS Intelligence and Technology Academy Sdn. Bhd. This case study first will identify as many as possible factor for each elements, then the researcher will select the major factor for each elements and conduct research to support each factor.

# TABLE OF CONTENTS

<b>ACKNOWLEDGEMENTS.....</b>	<b>i</b>
<b>TABLE OF CONTENTS.....</b>	<b>ii</b>
<b>LIST OF TABLE.....</b>	<b>iii</b>
<b>ABSTRACT.....</b>	<b>iv</b>
<b>CHAPTERS</b>	
<b>1. INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the company.....	2
1.2 Background of study.....	5
1.3 Problem statement.....	11
1.4 Research objectives.....	14
1.5 Significant of the study.....	15
1.6 Definition of terms.....	17
1.7 Limitation of study.....	20
<b>2. LITERATURE REVIEW.....</b>	<b>21</b>
2.1 Introduction.....	21
2.2 Simulator Technology.....	23
2.3 Growth of Maritime Industry.....	27
2.4 High fees as compared to other institute.....	30
2.5 Local competitors in general.....	32
<b>3. RESEARCH METHODOLOGY.....</b>	<b>36</b>
3.1 Introduction.....	36
3.2 Theoretical Framework.....	37
3.3 Data sources.....	39
<b>4. Findings.....</b>	<b>42</b>
4.1 Introduction.....	42
4.2 Strength-Simulator Technology.....	42
4.3 Weakness-High fees as compared to other institute.....	44
4.4 Opportunity-Growth of Maritime Industry.....	49
4.5 Threats-Local competitor in general.....	58
<b>5. RECOMMENDATIONS AND CONCLUSION.....</b>	<b>63</b>
5.1 Recommendations.....	63
5.2 Conclusion.....	65
<b>BIBLIOGRAPHY.....</b>	<b>67</b>
<b>APPENDICES.....</b>	<b>70</b>