



**HALAL HUB PRODUCT: “INTERNATIONAL
EXPANSION OF RS INTERNATIONAL (M) SDN
BHD IN THE EARLY STAGE”**

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**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

NOVEMBER 2008

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**Submitted in Partial Fulfillment of the
Requirement for the Bachelor of Business
Administration (Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGY MARA MALACCA**

2008

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, SHARIZZA BT SHAIK ISMAIL, (I/C Number: 850710-07-5156)

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: _____

Date: **NOVEMBER 2008**

LETTER OF SUBMISSION

18 November 2008

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
Malacca City Campus
75300 Malacca

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**HALAL HUB PRODUCT: INTERNATIONAL EXPANSION OF RS INTERNATIONAL (M) SDN BHD IN EARLY STAGE**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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(**SHARIZZA BINTI SHAIK ISMAIL**)
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Bachelor of Business Administration (Hons) International Business

ABSTRACT

Many studies on International Business have been conducted, but not many studies focused on the flow or procedure that have to followed by company that want to expand its business internationally especially in the early stage. Thus, the purpose of this study is to identify and investigate the correct way or correct procedures that need to be followed by company especially small and new develop company in entering foreign market. This study was conducted in RS International (M) Sdn Bhd, one of the RS Capital Holdings Bhd subsidiaries companies that located in Malacca. The finding of these study found that there 3 factor that need to be take note in order to expand its business internationally, and there company resources, market attractiveness and the obstacles that may occurs during the process of expanding.

The result reveals the procedures that need to be taking by small and non experience in enter foreign market. And the necessary issues that must be focus during the process. Hopefully, this study can give a lot of benefit to the company (RS International (M) Sdn Bhd) and other new company to for them to make a good decision to improve not only in domestic market but also in the international market.