

TABLE OF CONTENTS

ACKNOWLEDGMENTS.....	ii
TABLE OF CONTENTS.....	iv
LIST OF FIGURES.....	vi
LIST OF TABLES	vii
LIST OF APPENDICES	viii
ABSTRACT	ix
CHAPTER I	1
1.1 Research Background.....	1
1.2 Research Problem.....	6
1.3 Research Questions	7
1.4 Research Objectives	7
1.5 Research Benefit	8
1.6 Research Scope	8
1.7 The Writing Systematic.....	9
CHAPTER II.....	11
2.1 Definition of Internationalization.....	11
2.2 Internationalization Strategy	12
2.3 The Eclectic Paradigm (OLI Model).....	15
2.3.1 Ownership Advantage.....	16
2.3.2 Location Advantage	17
2.3.3 Internalization Advantage	18
2.4 Porter's Diamond Model.....	20
2.4.1 Factor Condition.....	20
2.4.2 Demand Condition	21
2.4.3 Related and Supporting Industries	22
2.4.4 Firm strategy structure and rivalry.....	22
2.5 FSA/LSA Matrix.....	23
2.6 International Market Entry Strategy.....	27
2.7 PESTEL Analysis.....	33
2.8 Previous Study	35
2.9 Research Framework.....	37
CHAPTER III.....	39
3.1 Research Design.....	39

3.2	Data Collection Method	39
3.2.1	Primary Data	39
3.2.2	Secondary Data	40
3.3	Research Instrument.....	41
3.4	Data Analysis Method.....	44
3.5	Research Object	48
3.5.1	Company Profile PT Intelix Global Crossing	48
3.5.2	Vision and Mission PT Intelix Global Crossing	49
3.5.3	Product Offerings of PT Intelix Global Crossing	50
CHAPTER IV		53
4.1	Ownership Advantage Analysis.....	53
4.2	Location Advantage Analysis	67
4.2.1	Porter Diamond Matrix	67
4.2.2	PESTEL Analysis.....	75
4.3	International Market Entry Strategy Analysis.....	104
CHAPTER V.....		108
5.1	Conclusion.....	108
5.2	Implications.....	109
5.3	Limitations	110
5.4	Recommendation.....	110
REFERENCES.....		112
APPENDIX.....		117

LIST OF FIGURES

Figure 1.1 Debt Collection Software Market.....	4
Figure 2.1 Porter Diamond Model	20
Figure 3.1 Market Entry Strategy Matrix.....	48
Figure 4.1 Collection Management System Product.....	60
Figure 4.2 Malaysia's Political Stability Index.....	76
Figure 4.3 Malaysia's Corruption Perception Index	76
Figure 4.4 Singapore's Political Stability Index	78
Figure 4.5 Singapore's Corruption Perception Index	79
Figure 4.6 Malaysia's GDP Value	81
Figure 4.7 Malaysia's Economic Growth	82
Figure 4.8 Malaysia's Inflation Rate	83
Figure 4.9 Malaysia's Unemployment Rate	83
Figure 4.10 Malaysia's Economic Globalization	84
Figure 4.11 Singapore's GDP Value	85
Figure 4.12 Singapore's Economic Growth	85
Figure 4.13 Singapore's Inflation Rate.....	86
Figure 4.14 Singapore's Unemployment Rate.....	86
Figure 4.15 Results of FSA/LSA Matrix	105

LIST OF TABLES

Table 2.1 Previous Study	36
Table 3.1 Firm Specific Advantage Questionnaire	42
Table 3.2 Location Specific Advantage Questionnaire	42
Table 3.3 OLI Matrix	44
Table 3.4 Matrix Diamond of National Competitive Advantage	45
Table 3.5 Porter's Diamond	46
Table 4.1 Respondents Profile	53
Table 4.2 Results of the Personal Survey on Ownership Specific Advantage	53
Table 4.3 Results of the Personal Survey on Location Specific Advantage	67
Table 4.4 Porter's Diamond Model Analysis	70
Table 4.5 Malaysia's Demographic Data	88
Table 4.6 Singapore's Demographic Data	90
Table 4.7 Malaysia's Global Innovation Index (GII)	94
Table 4.8 Malaysia's IMD World Digital Competitiveness Center	94
Table 4.9 Singapore's Global Innovation Index (GII)	96
Table 4.10 Singapore's IMD World Digital Competitiveness Center	96
Table 4.11 Malaysia's Environmental Performance Index	98
Table 4.12 Singapore's Environmental Performance Index	99
Table 4.13 Malaysia's Chandler Good Government Index	101
Table 4.14 Singapore's Chandler Good Government Index	102
Table 4.15 Analysis Results using FSA/LSA	105

LIST OF APPENDICES

Appendix I List of Personal Interview Question.....	117
Appendix II Transcript of The Interview	119