



TABLE OF CONTENTS

AUTHORIZATION	ii
STATEMENT OF AUTHENTICITY OF WRITTEN THESIS.....	iii
PREFACE	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES.....	ix
INTISARI.....	x
ABSTRACT	xi
CHAPTER 1	1
1.1 Research Background.....	1
1.2 Research Problem.....	4
1.2.1 Research Question.....	5
1.2.2 Research Objective:	6
1.2.3 Research Significant	6
1.3 Research Scope	7
1.4 Research Systematics	7
CHAPTER 2	10
2.1 Internationalization Strategy	10
2.2 OLI Model.....	13
2.2.1 Ownership Advantage.....	14
2.2.2 Location Advantage	15
2.2.3 Internalization Advantange	16
2.3 Internal Environment Analysis	17
2.3.1 Functional Business Analysis	18
2.3.2 Value Chain Analysis.....	22
2.3.3 Tangible, Intangible Resource, and Organizational Capability Analysis ...	24
2.4 Porter's Diamond model	28
2.4.1 Factor Condition	29
2.4.2 Demand Condition	30
2.4.3 Related and Supporting Industries	31



2.4.4 Firm strategy structure and rivalry.....	31
2.5 FSA LSA Matrix.....	32
2.6 Previous Study	36
2.7 Research Framework.....	37
CHAPTER 3	39
3.1 Research Design.....	39
3.2 Data Collecting Method.....	39
3.2.1 Primary Data	39
3.2.2 Secondary Data	40
3.3 Research Instrument.....	40
3.4 Data Analysis Method.....	41
3.4.1 Ownership Advantage Analysis	42
3.4.2 Location Advantage Analysis	46
3.4.3 Internalization Advantage	48
3.5 Company Profile	49
3.5.1 About FIN KOMODO KD 250 AT	51
3.5.2 Product Usability.....	51
3.5.3 Product Specification	51
CHAPTER 4	52
4.1 Ownership Advantage Analysis.....	52
4.1.1 Business Function Analysis	52
4.1.2 Value Chain Analysis.....	61
4.1.3 TIROCA.....	63
4.1.4 Internal Factor Analysis Summary	66
4.2 Location Advantage Analysis	71
4.2.1 Porter's Diamond Analysis	71
4.3 Internalization Advantage	87
4.3.1 FSA and LSA Matrix	87
4.4 OLI Framework Result	90
CHAPTER 5	91
5.1 Conclusion.....	91



5.2 Recommendation.....	92
5.3 Limitations and Future Research	93
BIBLIOGRAPHY	95
APENDIX	99

LIST OF TABLES

Table 1.1 ASEAN Road Infrastructure	4
Table 2.1 TIROCA Implication	27
Table 2.2 Review of Previous Study.....	36
Table 3.1 List of Interviewees.....	40
Table 3.2 Operational Variable	41
Table 3.3 Example of Value Chain Analysis Table.....	43
Table 3.4 Example of TIROCA Table	44
Table 3.5 Example of Internal Factor Analysis Table	46
Table 3.6 Example Porter's Diamond Analysis Table.....	47
Table 3.7 Example of FSA/LSA Table	48
Table 4.1 Marketing Management Function Analysis	53
Table 4.2 Financial Management Function Analysis.....	55
Table 4.3 Research and Development Function	55
Table 4.4 Operational Management Function Analysis.....	57
Table 4.5 Human Resource Management Function Analysis	59
Table 4.6 Management Information System Analysis	60
Table 4.7 Value Chain Analysis.....	61
Table 4.8 TIROCA Table.....	64
Table 4.9 IFAS Table.....	66
Table 4.10 Porter's Diamond Table	71
Table 4.11 Road Infrastructure Comparison.....	72
Table 4.12 Number of car sales and production in unit	75



LIST OF FIGURES

Figure 2.1 FSA & LSA Matrix	32
Figure 2.2 Research Framework	37
Figure 4.1 Brunei GDP from Agriculture	78
Figure 4.2 Malaysia GDP from Agriculture	79
Figure 4.3 Thailand GDP from Agriculture	79
Figure 4.4 Brunei GDP from Mining.....	80
Figure 4.5 Thailand GDP from Mining.....	81
Figure 4.6 Malaysia GDP from Mining	82
Figure 4.7 FSA & LSA Matrix	87
Figure 4.8 OLI Framework Result	90