

INTERNATIONAL BUSINESS TRIP
UNIVERSITY OF SOUTHAMPTON, MALAYSIA



By

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NUST BUSINESS SCHOOL

National University of Sciences & Technology (NUST)

Islamabad, Pakistan

(2024)

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The report submitted to the National University of Sciences and Technology,
Islamabad,

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Executive MBA

Supervisor: Dr. Ajid Ur Rehman

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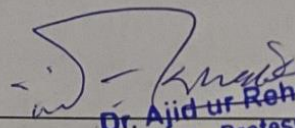
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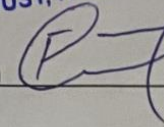
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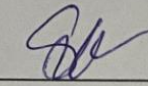
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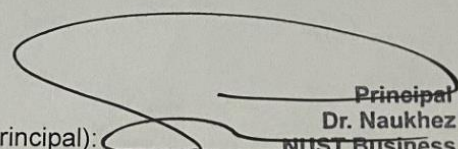
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AUTHOR'S DECLARATION

I SAIRA JAVED hereby state that my report titled “**INTERNATIONAL BUSINESS TRIP REPORT – UNIVERSITY OF SOUTHAMPTON, MALAYSIA**” is my own work and has not been submitted previously by me for taking any degree from National University of Sciences and Technology, Islamabad or anywhere else in the country/ world.

At any time if my statement is found to be incorrect even after I graduate, the university has the right to withdraw my MS degree.

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CHAPTER 1 – INTRODUCTION

I had the incredible opportunity to join the International Business Trip to the University of Southampton Malaysia through NUST Business School. This trip was an eye-opener, providing not only academic and professional insights but also a chance to explore new cultures and countries. The experience was enriched further as we extended our visit beyond Johor Bahru to Kuala Lumpur and Indonesia.

Our journey began in Singapore, a city-state known for its exceptional cleanliness, efficient public transport, and vibrant cultural scene. Despite our short stay, we made the most of our time by visiting Sentosa Island, Singapore's downtown area, and the renowned Changi Airport. Sentosa Island was a highlight, offering a blend of thrilling attractions and serene beaches. The downtown area showcased Singapore's impressive skyline, with its iconic landmarks and bustling streets. Changi Airport, often rated as the best in the world, was a lifetime experience with its state-of-the-art facilities, lush indoor gardens, and various entertainment options. The meticulous cleanliness, extensive parks, walking tracks, and overall healthy lifestyle support were super impressive, making Singapore a model city. However, the high cost of living was evident, with everything being high-end and expensive.

After our short yet memorable time in Singapore, we traveled to Johor Bahru by train. The train journey was remarkably short, taking just about five minutes to cross the border from Singapore into Malaysia. Johor Bahru served as our base for visiting the University of Southampton Malaysia. The university's strategic location right at the border of Singapore provided us with a unique blend of cultural and educational experiences. The campus itself was impressive, offering modern facilities and a vibrant academic environment that fostered international collaboration and learning. A significant highlight of our visit to Johor Bahru was the tour of the Port of Tanjung Pelepas (PTP), a major transshipment company. This visit offered us valuable insights into the operational aspects of one of the region's key logistics hubs, enhancing our understanding of global supply chain dynamics.

Our trip extended to Kuala Lumpur, the capital city of Malaysia. Kuala Lumpur offered a contrasting experience to Singapore, with its rich cultural heritage, bustling markets, and iconic

landmarks like the Petronas Twin Towers. The city's dynamic mix of modernity and tradition provided a deeper understanding of Malaysia's diverse culture and economic landscape. We explored various attractions, sampled local cuisine, and gained insights into Malaysia's business environment and urban development. Tourist spots like Batu Caves and the Central Market were amazing, showcasing the rich cultural and religious diversity of the country. It was inspiring to see how Malaysia supports its working class, emphasizes female empowerment, and leverages technological advancements to drive economic stability. The strong tourism industry, coupled with excellent local cafes and transport systems, further underscored the country's appeal. The religious diversity in Kuala Lumpur and throughout Malaysia was evident and added to the vibrant tapestry of the nation.

The final leg of our trip took us to Bali, Indonesia, where we experienced yet another diverse cultural and economic setting. Bali's serene spots, beautiful beaches, and friendly and welcoming people made this part of the journey particularly memorable. Indonesia's vibrant culture, friendly people, and picturesque landscapes added a unique dimension to our journey. This trip was not just about sightseeing; it was an enriching experience that broadened our horizons, provided real-world business insights, and fostered a deeper appreciation for Southeast Asia's cultural diversity and economic dynamism.

Overall, this international business trip was a remarkable experience, offering valuable academic insights and unforgettable cultural encounters. The opportunity to explore multiple countries and cities within a short span was truly enlightening and has left a lasting impact on my personal and professional growth. Each destination provided a unique perspective, from the cutting-edge urban environment of Singapore to the rich cultural heritage of Kuala Lumpur and the natural beauty of Bali. This journey not only expanded my understanding of international business but also deepened my appreciation for the diverse cultures and economies of Southeast Asia.

MALAYSIA & ITS SOCIO-ECONOMIC DYNAMICS

Malaysia is a country in Southeast Asia, operating as a federal constitutional monarchy with 13 states and three federal territories. The country is divided by the South China Sea into Peninsular Malaysia and East Malaysia on the island of Borneo. Peninsular Malaysia shares land and

maritime borders with Thailand and maritime borders with Singapore, Vietnam, and Indonesia. East Malaysia shares land and maritime borders with Brunei and Indonesia, and a maritime border with the Philippines and Vietnam. Kuala Lumpur is the national capital and largest city, serving as the legislative hub of the federal government, while Putrajaya is the administrative center, hosting the executive and judicial branches. Malaysia has a population of over 33 million, making it the 43rd-most populous country in the world. With a tropical climate, Malaysia is recognized as one of the world's 17 megadiverse nations, housing many unique species. Tanjung Piai in Johor is the southernmost point of continental Eurasia.

Malaysia has a diverse and rapidly developing economy, featuring a mix of traditional and modern sectors. Key aspects of the Malaysian economy include a strong industrial base, advanced infrastructure, and a focus on technological innovation, which supports its continuous growth and development. A few aspects of the Malaysian economy are as follows:

1. **Economic Structure:**

- **Manufacturing and Industry:** Manufacturing is a significant part of the economy, contributing around 23% to GDP. The country is a major producer of electronics, electrical products, chemicals. Automotive and aerospace industries are also notable.
- **Services:** The services sector is the largest contributor to the GDP, accounting for more than half of the economic output. This includes finance, *tourism*, retail, and information technology.
- **Agriculture:** While its contribution to GDP has declined over the years, agriculture remains vital, especially in rural areas. Key products include palm oil, rubber, timber, cocoa, and rice.

2. **Trade:**

- Malaysia is an open economy with a strong export base. It is one of the world's largest exporters of palm oil, petroleum, liquefied natural gas (LNG), and electronics. Major trading partners include China, Singapore, the United States, and Japan.

- The country is part of several international trade agreements, including the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the Regional Comprehensive Economic Partnership (RCEP).

3. Natural Resources:

- Malaysia is rich in natural resources such as oil, natural gas, tin, and minerals. The oil and gas sector is a critical component, managed primarily by the national oil company, Petronas.
- Palm oil is a significant export commodity, making Malaysia one of the top producers globally.

4. Economic Policies and Development Plans:

- Malaysia has implemented several long-term economic plans aimed at achieving high-income status. The 12th Malaysia Plan (2021-2025) focuses on inclusive and sustainable growth, digital economy, and environmental sustainability.
- Government initiatives like the Economic Transformation Programme (ETP) aim to diversify the economy and reduce dependence on natural resources.

5. Challenges and Opportunities:

- Challenges include income inequality, reliance on low-skilled labor, and environmental sustainability issues. There is also a need to boost innovation and move up the value chain in manufacturing and services.
- Opportunities lie in the digital economy, renewable energy, and further integration into global supply chains.

6. Tourism:

- Tourism is a significant industry, contributing substantially to GDP. Malaysia is known for its diverse cultural heritage, natural attractions, and modern urban centers, drawing millions of tourists annually.

Overall, Malaysia's economy is dynamic and multifaceted, with strengths in manufacturing, services, and natural resources, supported by strategic economic policies aimed at sustainable growth and high-income status.

UNIVERSITY OF SOUTHAMPTON, MALAYSIA

The **University of Southampton Malaysia**, located in Johor Bahru, is part of a modern educational hub called "EduCity Johor." This area hosts nine foreign universities, including Reading University, Newcastle University, and the Netherlands Maritime Institute of Technology. The Malaysian government encouraged these institutions to invest in education by offering free land and tax exemptions. The large building of the University of Southampton Malaysia was fully constructed by its parent institution in the UK.

Our business trip was exceptionally well-organized, providing comprehensive learning through research-based theories, case-study discussions, expert lectures, workshops on the latest tools and techniques, and engaging field visits to industrial sites. The organizers from NUST and the University of Southampton ensured that students received all the necessary information, blending academic knowledge with cultural insights and practical experiences.



Group picture with NUST fellows, Management & faculty at University of Southampton, Malaysia

CHAPTER 2 – STUDY PLAN AT UNIVERSITY OF SOUTHAMPTON, MALAYSIA

The study trip was comprehensively organized, encompassing classroom discussions, case studies, hands-on lab experiences with software, and industry tours. The lectures and workshops were highly interactive, providing practical experience with tools and facilitating learning through expert-led discussions and peer interactions. This well-rounded approach ensured a rich educational experience, blending theoretical knowledge with practical application. The combination of diverse teaching methods and real-world industry exposure allowed us to gain valuable insights and skills from experts and peers alike.

Following is the program schedule at a glance, with three sessions discussed in detail later in this report:

THE BUSINESS TRIP SCHEDULE AT UNIVERSITY OF SOUTHAMPTON MALAYSIA	
<i>Session 1 – Tech Frontiers: Emerging Global Technologies and Trends</i>	Dr Varun Thangamani, Associate Professor in Aeronautics & Astronautics
<i>Session 2 - Green Business School and Sustainable Development</i>	Dr Nasrin Azar, Assistant Professor of Accounting
<i>Session 3 - Harvard Business Review Case Study</i>	Dr Moniruzzaman Sarker, Assistant Professor of Marketing Analytics
<i>Bloomberg Session-I: Getting Familiar with the Bloomberg Database</i>	Dr Abu Hanifa Noman, Assistant Professor of Finance and Accounting
<i>Bloomberg Session-II: Data Analysis for Financial Leaders</i>	Dr Mahmudul Karim, Assistant Professor of Finance and Business Analytics
<i>Panel Discussion Session Topic: The Impact of Business Education on Human Capital Development</i>	<p>Panel Members Prof Dr Chew Ging Lee, Head of Southampton Malaysia Business School Assoc Prof Dr Jo-Han Ng, Head of Research, University of Southampton Malaysia Assoc Prof Dr Varun Thangamani, Associate Professor in Aeronautics & Astronautics</p> <p>Moderator Dr Fiza Qureshi, Assistant Professor of Finance</p>
<i>Closing ceremony</i>	Prof Rebecca Taylor, Pro Vice-Chancellor (ASEAN) and Chief Executive Officer of UoSM

SESSION 1: TECH FRONTIERS: EMERGING GLOBAL TECHNOLOGIES AND TRENDS by Dr. Varun Thangamani, Associate Professor in Aeronautics & Astronautics

In our 1st classroom session with Dr. Varun, we had the opportunity to explore some of the most exciting and transformative technologies shaping our world today. The session was highly interactive, allowing us to engage in meaningful discussions and real-life examples that brought these concepts to life. We all enjoyed participating and left with a deeper understanding of how these technologies are poised to change industries and society as a whole.

1. Artificial Intelligence (AI) and Machine Learning (ML)

Dr. Varun began by discussing the rapid advancements in Artificial Intelligence (AI) and Machine Learning (ML). These technologies are revolutionizing the way businesses operate, driving automation, and enhancing decision-making processes. From analyzing human language to recognizing images and predicting future trends, AI and ML are enabling more personalized experiences across a wide range of industries. We explored various applications of these technologies, such as self-driving cars, healthcare diagnostics, and financial forecasting, understanding how they are becoming integral to modern life.

2. 5G and Enhanced Connectivity

Next, Dr. Varun covered the impact of 5G networks, which are transforming how we connect with the world. With their faster speeds and ability to support a vast number of devices simultaneously, 5G is unlocking new possibilities in areas like smart cities, autonomous vehicles, and augmented reality. We discussed how this new level of connectivity is not just about faster internet but is also enabling innovations that require real-time data processing and seamless communication between devices.

3. Internet of Things (IoT)

The Internet of Things (IoT) was another key topic, with Dr. Varun explaining how everyday objects are increasingly being connected to the internet, allowing them to send and receive data. This technology is already making a significant impact in sectors like healthcare, agriculture, and

manufacturing, where it's being used to improve efficiency, reduce costs, and create new business models. Through examples like smart home devices, connected cars, and precision farming, we learned how IoT is gradually transforming the world around us.

4. Blockchain and Decentralized Technologies

Blockchain technology, best known for its role in cryptocurrencies, is now finding applications in various other fields, as Dr. Varun highlighted. From supply chain management to finance and healthcare, blockchain is offering new ways to ensure transparency and security. We also touched on emerging trends like decentralized finance and non-fungible tokens, which are creating new avenues for innovation and investment.

5. Cybersecurity Advancements

With the increasing sophistication of cyber threats, advancements in cybersecurity are more important than ever. Dr. Varun explained how new technologies, such as AI-driven threat detection and zero-trust security models, are being developed to protect against these evolving threats. We discussed real-world examples of cybersecurity breaches and how these new strategies are being implemented to safeguard sensitive information.

6. Renewable Energy and Sustainability Technologies

The session also covered the critical topic of renewable energy and sustainability technologies. Dr. Varun emphasized the importance of innovations in solar, wind, and hydro energy for addressing climate change. We explored how advancements in energy storage, smart grids, and sustainable agriculture are contributing to a more sustainable future, and the role these technologies will play in reducing our carbon footprint.

7. Biotechnology and Genomics

In the realm of biotechnology and genomics, Dr. Varun discussed the significant progress being made, particularly in personalized medicine, gene editing, and synthetic biology. We explored how technologies like CRISPR are opening up new possibilities for treating genetic disorders

and creating new therapies, making it clear that these fields will continue to play a crucial role in the future of healthcare.

8. Augmented Reality (AR) and Virtual Reality (VR)

Dr. Varun introduced us to the world of Augmented Reality (AR) and Virtual Reality (VR), which are enhancing experiences in gaming, education, healthcare, and beyond. These technologies offer immersive experiences that are revolutionizing training, simulation, and entertainment. We discussed how AR and VR are being used in practical applications, such as remote collaboration and virtual classrooms, and the potential they have to transform various industries.

9. Robotics and Automation

Robotics and automation are driving significant changes in manufacturing, logistics, and service industries. Dr. Varun explained how advances in robotics are improving efficiency and safety, with collaborative robots (cobots) working alongside humans. We looked at real-world examples of automation in action, from automated warehouses to robotic surgery, and discussed the implications of these technologies on the workforce and productivity.

Conclusion

Dr. Varun concluded the session by emphasizing the importance of staying informed and adaptable in this ever-changing technological landscape. He shared an insightful Indian quote, “Every vegetable which ripens must reach the market,” reminding us of the importance of seizing opportunities as they arise. The session was not only educational but also a reminder of the incredible pace at which technology is evolving, and the need to continuously learn and adapt to harness its full potential.

SESSION 2: GETTING FAMILIAR WITH THE BLOOMBERG DATABASE by Dr. Abu Hanifa Noman, Assistant Professor of Finance and Accounting

Dr. Abu Hanifa Noman, Assistant Professor of Finance and Accounting at the University of Southampton, Malaysia, conducted a hands-on workshop in the Bloomberg lab. During this lab-based session, he introduced us to the Bloomberg software and guided us through its various features. His expertise in the Bloomberg platform was evident as he provided practical demonstrations and detailed explanations, making the complex functionalities more accessible to the participants.

We also completed a short assignment on the trading features of Bloomberg, which allowed us to apply what we learned in a practical context. Dr. Abu Hanifa's effective teaching approach ensured that we gained a comprehensive understanding of the Bloomberg software, enhancing our ability to utilize this powerful tool for financial analysis and decision-making.

The Bloomberg Terminal is an advanced software system widely used by financial professionals to access, analyze, and utilize real-time financial data, news, and analytics. Developed by Bloomberg L.P., it serves as a comprehensive platform for monitoring financial markets and executing trades. Introduced in 1982, the Terminal has become a staple in the financial services sector, recognized for its distinctive black interface and robust features.

One of the key strengths of the Bloomberg Terminal is its ability to provide real-time data access. Users can obtain up-to-date information on stocks, bonds, commodities, currencies, and derivatives. This is complemented by comprehensive news coverage from Bloomberg News and other sources, as well as instant access to economic indicators and forecasts. For example, a trader might use the Terminal to track live market data for a company like Apple Inc. (AAPL), viewing real-time price quotes, historical price charts, and detailed financials to identify trends and potential entry points.

In addition to real-time data, the Bloomberg Terminal offers powerful analytical tools. These include advanced charting capabilities for technical analysis, screening tools for finding securities based on specific criteria, and portfolio analytics to assess performance and risk. For instance, a portfolio manager might use Bloomberg's risk analysis tools to perform a Value at

Risk (VaR) calculation, estimating potential losses under normal market conditions and conducting stress tests to evaluate portfolio resilience during extreme scenarios.

Communication is another integral feature of the Bloomberg Terminal. It includes a secure messaging platform for communication with other Terminal users and an integrated email service to manage correspondence related to financial activities. This secure network is crucial for the fast-paced and information-sensitive environment of financial markets.

The Bloomberg Terminal also excels as a trading platform. It provides direct market access to trade equities, fixed income, foreign exchange, and derivatives. The trade execution interface allows users to place orders directly on various exchanges, specifying parameters such as limit price, order type, and order duration. Additionally, the Order Management System (OMS) helps traders manage multiple orders across different asset classes, streamlining the trading process and ensuring accurate order handling. For example, a hedge fund manager can track the status of each order, make modifications, and monitor execution performance using Bloomberg's OMS.

Another advanced feature is algorithmic trading. Quantitative traders can develop custom trading algorithms to exploit arbitrage opportunities or other trading strategies. These algorithms can be back tested using historical data and then deployed in real-time trading, allowing for automated execution based on predefined criteria. For instance, a trader might create an algorithm to take advantage of price discrepancies between different currency pairs and execute trades automatically when certain conditions are met.

Risk management and analytics are essential components of the Bloomberg Terminal. Users can perform sophisticated risk assessments, including stress testing and scenario analysis. This is particularly valuable for portfolio managers and risk analysts who need to understand the potential impact of various market conditions on their holdings. For example, a portfolio manager might use these tools to evaluate how their portfolio would perform under different economic scenarios, helping them make informed decisions to mitigate risk.

The Bloomberg Terminal also supports portfolio management and performance analysis. Investment firms can monitor the performance of their diversified portfolios, analyze returns, benchmark performance, and perform attribution analysis to understand the contribution of

different assets to overall performance. This helps firms make data-driven decisions to optimize their investment strategies.

Customization and integration are key strengths of the Bloomberg Terminal. Users can integrate Bloomberg data into their proprietary trading systems using the Bloomberg API, allowing them to access real-time data and analytics directly within their custom platforms. This enhances their ability to make informed decisions quickly. For example, a trader might use the Bloomberg API to feed live market data into their custom trading system, enabling them to execute trades based on real-time information.

Excel integration is another valuable feature. The Bloomberg Excel Add-In allows users to import live data into their spreadsheets, creating dynamic models that update in real-time with the latest market data. This is particularly useful for analysts who need to perform detailed financial analysis and scenario planning.

Overall, the Bloomberg Terminal is an indispensable tool for financial professionals. Its comprehensive features, real-time capabilities, and robust support make it a leading platform in the financial industry. Whether you're an analyst, trader, portfolio manager, or risk manager, the Bloomberg Terminal provides the data and tools necessary to make informed decisions and stay ahead in the competitive world of finance. With over 325,000 subscribers worldwide, it continues to be a vital resource for those who need to navigate the complexities of the financial markets.

SESSION 3: HARVARD BUSINESS REVIEW CASE STUDY by Dr Moniruzzaman Sarker,
Assistant Professor of Marketing Analytics

Introduction:

In the third session of our workshop, Dr. Moniruzzaman Sarker, Assistant Professor of Marketing Analytics, led an insightful discussion centered on Marketing Analytics. The session included a deep dive into practical applications, pricing strategies, and consumer segmentation methods. A highlight of the workshop was the Harvard Business Review (HBR) case study titled "**Pricing at Netflix – The Sequel: How Should Netflix Add an Ad-Supported Tier?**"

Session Overview: Marketing Analytics and Pricing Strategies at Netflix

Participants were actively engaged in a group assignment, where we analyzed the Netflix case study, shared our individual perspectives, and addressed three key questions. These questions served as a foundation for the workshop's final discussion, where they were explored in depth.

Insights Gained:

This hands-on exercise provided a better understanding of different pricing strategies, offering valuable insights into Netflix's brand positioning and the competitive landscape within the streaming industry. We examined how marketing analytics can influence decision-making and shape future strategies, particularly in the context of Netflix introducing a new ad-supported tier.

Summary of Learnings:

Overall, the session was highly informative, helping to clarify complex topics such as pricing models and market competition. It provided a practical perspective on leveraging marketing analytics to navigate challenges and opportunities within the industry, enhancing our grasp of both theoretical concepts and real-world applications.

Understanding Marketing Analytics

Marketing analytics involves the process of tracking and analyzing data from marketing activities to achieve specific goals. By using marketing analytics, organizations can improve customer experiences, increase the return on investment (ROI) of their marketing efforts, and plan future strategies.

Types of Marketing Data:

- **First-Party Data:** Collected directly from users by the organization, this data is highly valuable as it provides insights into how the audience behaves, thinks, and feels.
- **Second-Party Data:** Shared by another organization, second-party data can be useful when the target audience is similar to that of the original data owner.
- **Third-Party Data:** Gathered in large volumes by external organizations, this data can provide broader insights about users who may be similar to the company's target audience.

Tools for Marketing Analytics:

There are various tools available to aggregate, structure, and analyze marketing data, such as:

- Google Analytics
- HubSpot
- Sprout Social
- SEMRush
- MailChimp
- Datorama

Benefits of Marketing Analytics:

By effectively using marketing analytics, businesses can:

1. **Improve User Experience:** Tailor experiences based on data-driven insights.
2. **Measure ROI:** Accurately track the effectiveness of marketing campaigns.

3. **Plan Future Strategies:** Use data to inform strategic decisions and future marketing initiatives.

Pricing Strategy Fundamentals

Pricing is a crucial component of the marketing mix, often referred to as one of the 4 Ps of marketing. A pricing strategy involves the process and methodology used to set prices for products or services, considering various influencing factors.

Steps to Devise a Pricing Strategy:

1. **Determine Your Value:** Identify the basic unit of what you sell, which serves as your value metric.
2. **Evaluate Pricing Potential:** Assess the approximate amount you can charge by considering operating costs, consumer demand, and competitor pricing.
3. **Assess Customer Demographics and Behavior:** Analyze how customers respond to pricing and refine buyer personas based on these insights.
4. **Set a Price Range:** Establish a range by determining the minimum price needed to cover costs and the maximum price that customers are willing to pay.
5. **Conduct Competitor Analysis:** Examine competitor pricing to decide whether to set your prices lower or higher, depending on the desired market positioning.
6. **Consider Industry Factors:** Different industries may require different pricing strategies. For example, SaaS companies might use tiered pricing, while luxury brands may opt for premium pricing.
7. **Align with Your Brand:** Ensure your pricing strategy reflects your brand identity. For instance, a brand focused on affordability might use economy pricing, while an innovative brand might use price-skimming.
8. **Gather Customer Feedback:** Collect feedback on pricing through surveys to understand customer perceptions and willingness to pay.
9. **Experiment with Pricing:** Conduct experiments like A/B testing to see how different prices impact performance, and use these results to refine your pricing strategy.

Common Pricing Strategies:

Some of the most commonly used pricing strategies include:

- **Cost-Plus Pricing:** Adding a fixed percentage to the cost of producing a product.
- **Competitive Pricing:** Setting prices based on competitors' pricing.
- **Value-Based Pricing:** Pricing based on the perceived value to the customer.
- **Penetration Pricing:** Setting a low price to enter a competitive market and then gradually increasing it.
- **Skimming Pricing:** Setting a high price initially and then lowering it over time as demand decreases.

Netflix Case Study: Ad-Free Model and Pricing Strategy

Netflix's Unique Positioning:

Netflix has long been recognized as an ad-free platform, which sets it apart from many other streaming services. This positioning involves several key aspects:

1. User Experience:

- **Seamless Viewing:** Netflix offers uninterrupted viewing, a significant draw for subscribers seeking a premium experience.
- **Binge-Watching:** The ad-free model encourages continuous viewing without breaks, enhancing user satisfaction.

2. Brand Positioning:

- **Premium Service:** By maintaining an ad-free environment, Netflix positions itself as a premium service that prioritizes user experience.
- **Differentiation:** This strategy helps Netflix stand out from competitors who use ad-supported models, highlighting its commitment to customer satisfaction.

3. Revenue Model:

- **Subscription-Based:** Netflix relies on a subscription model, ensuring steady revenue without the need for ads.

- **Tiered Pricing:** Offering different subscription levels without ads helps maintain its premium brand promise.
4. **Content Strategy:**
- **Original Content:** Netflix's investment in original programming attracts and retains subscribers, reducing reliance on ad revenue.
 - **Global Reach:** By offering diverse content that appeals to a global audience, Netflix strengthens its value proposition.

Future Considerations:

While Netflix's ad-free model has been a cornerstone of its success, the evolving streaming market may require new strategies. Discussions about introducing an ad-supported tier reflect Netflix's adaptability, while still maintaining an ad-free option for premium subscribers.

Conclusion:

Netflix's commitment to an ad-free platform has played a significant role in its success, providing a premium viewing experience that appeals to a broad audience. This strategy has helped Netflix build a strong brand, attract loyal subscribers, and differentiate itself in a competitive market. As the streaming landscape continues to evolve, Netflix may explore additional models, but its core ad-free offering remains central to its value proposition.

CHAPTER 3 - VISIT TO PORT OF TANJUNG PELEPAS (PTP)

During our business trip to Johor Bahru, Malaysia, we had the opportunity to visit the Port of Tanjung Pelepas (PTP), a significant player in global shipping. Upon arrival at the PTP Head Office, located strategically by the Straits of Malacca, we were warmly welcomed by an HR representative who introduced us to the port's operations.

The representative provided an insightful overview of PTP's business activities, emphasizing its key role in international trade. We learned that PTP's prime location at the crossroads of major east-west shipping lanes makes it a vital transshipment hub. The briefing also covered the port's impressive infrastructure, including deep-water berths, advanced container terminals, and extensive warehousing facilities, all designed to handle large volumes of cargo efficiently and support global logistics.

The highlight of our visit was the guided tour of the port. We explored the Free Zone areas, where businesses benefit from duty-free import and export, and observed the port's operations firsthand. It was fascinating to see the massive container ships being loaded and unloaded with precision, the cranes in action, and the seamless coordination of logistics activities. The scale and efficiency of PTP were truly remarkable and provided us with a real-world perspective on the theoretical concepts we had studied.

Our tour also included a visit to PTP's advanced control centers. Here, we saw how technology is integral to managing port operations, with automated systems, real-time tracking, and the Port Vessel Traffic Management Information System (VTMIS) ensuring smooth and safe navigation within the port's waters. This experience underscored PTP's commitment to maintaining high operational standards and safety protocols, leaving us with a deeper appreciation for the complexities of global shipping and logistics.

The visit wrapped up with an interactive Q&A session, where students enthusiastically asked about the port's operations, challenges, and future plans. The HR representative responded with detailed explanations, shedding light on the complexities of port management, PTP's strategic initiatives, and the broader challenges and opportunities within the maritime industry. This

engaging exchange deepened our understanding and provided valuable insights into how our academic studies apply in the real world. Overall, the tour was both educational and inspiring, giving us a unique view into the dynamic world of global shipping and logistics.



Group Picture with NUST fellows & faculty of University of Southampton at PTP



HR Representative briefing the students during the visit to PTP

INTRODUCTION: THE PORT OF TANJUNG PELEPAS (PTP) & ITS STRATEGIC IMPORTANCE

The Port of Tanjung Pelepas (PTP), located in the southern region of Malaysia, is a pivotal maritime hub in Southeast Asia and a key player in the global shipping industry. Established as a joint venture between MMC Corporation Berhad. The port's strategic importance is underscored by its role as a major transshipment hub, linking Malaysia to global markets and facilitating the movement of goods across continents.

Since its inception, PTP has rapidly evolved into one of the most advanced ports in the region. It boasts modern facilities, state-of-the-art equipment, and cutting-edge technology, all of which are essential for meeting the demands of contemporary maritime logistics. The port's infrastructure is designed to accommodate the largest container ships in the world, making it an attractive destination for major shipping lines. PTP's efficiency and reliability are further enhanced by its strategic location and the integration of its operations with the adjacent Pelepas Free Zone, which offers significant benefits to businesses and strengthens the port's position in international trade.

Strategic Location: A Gateway to Global Shipping Routes

PTP's location is one of its most critical assets, situating it at the confluence of major east-west shipping lanes. This strategic position allows the port to serve as a crucial transshipment hub for vessels traveling between Asia, Europe, and the Middle East. Ships calling at PTP benefit from a minimal deviation time of just 45 minutes from their primary routes, a feature that translates into significant time and fuel savings. This efficiency is a vital advantage in the competitive and time-sensitive world of global shipping, where reducing operational costs is paramount.

The port's proximity to the Straits of Malacca, one of the busiest maritime passages globally, further enhances its strategic value. The sheltered bay in which PTP is located provides an ideal environment for 24/7 operations, unaffected by tidal fluctuations. This geographic advantage ensures uninterrupted service, making PTP a reliable choice for shipping lines that require consistent and dependable port services. The port's ability to handle a high volume of

transshipment traffic is a testament to its strategic location and the operational excellence that stems from it.



MAP showing the strategic location of PTP

Advanced Infrastructure and Facilities: A Benchmark for Efficiency

PTP is equipped with some of the most advanced infrastructure and facilities in the maritime industry, designed to handle large volumes of container traffic with maximum efficiency. The port's deep-water berths are capable of accommodating ultra-large container vessels (ULCVs), a crucial factor as the shipping industry increasingly relies on larger ships to achieve economies of scale. These berths are equipped with state-of-the-art quay cranes and automated systems that facilitate rapid and precise cargo handling.

The container terminals at PTP are engineered for high efficiency, utilizing cutting-edge technology to streamline operations and reduce turnaround times. Automation plays a significant role in this process, from automated stacking cranes to advanced container tracking systems, all designed to enhance productivity and minimize human error. This technological integration ensures that PTP can handle the growing demands of global trade while maintaining a high standard of service.

PTP's infrastructure extends beyond its berths and terminals. The port offers extensive warehousing and storage solutions, including bonded and non-bonded warehouses, temperature-controlled facilities, and open yard storage areas. These facilities are critical for managing the diverse range of goods that pass through the port, from perishable items to bulk commodities. The availability of these storage options ensures that goods are safely stored and can be efficiently moved to their next destination, whether by road, rail, or air.

Comprehensive Marine Services: Ensuring Safety and Efficiency

In addition to its container handling capabilities, PTP provides a comprehensive range of marine services that are essential for the smooth operation of the port. These services include pilotage, towing, and ship-to-ship transfers, all of which are critical for ensuring the safe and efficient navigation of vessels within the port's waters. The port's dedicated pilot station is staffed by a team of highly skilled pilots who are responsible for guiding ships safely to their berths, a task that requires precision and expertise, especially when handling the largest container vessels.

PTP's commitment to safety and efficiency is further demonstrated by its use of the Port Vessel Traffic Management Information System (VTMIS). This advanced system continuously monitors all vessels operating within the port's limits, providing real-time data and ensuring coordinated operations. VTMIS is integral to preventing accidents and delays, enabling the port to maintain high standards of safety while optimizing the flow of maritime traffic.

The port also offers specialized services such as bunkering, freshwater supply, and waste disposal, catering to the diverse needs of the vessels that call at PTP. These services are essential for maintaining the operational readiness of ships during their time at the port, ensuring that they can resume their journeys promptly and with minimal disruption. By offering a full suite of marine services, PTP enhances its appeal as a one-stop hub for shipping lines, further solidifying its position as a leading maritime center.

Free Zone Area: Catalysing Economic Growth

The Free Zone area at PTP is a significant component of the port's operations, offering substantial economic benefits and attracting businesses from around the world. Spanning 1,586

acres, the Free Zone is strategically integrated with the port's facilities, providing companies with seamless access to global markets. The zone is designed to facilitate duty-free import and export activities, offering businesses simplified customs procedures, tax incentives, and other financial benefits that enhance their competitiveness.

The Free Zone is divided into five phases, with Phases 1 and 2 already fully developed and hosting a diverse range of local and international companies. These businesses benefit from the proximity to PTP, which reduces transportation costs and improves supply chain efficiency. The remaining phases of the Free Zone are planned for future development, providing additional capacity and opportunities for new investments. This phased approach to development ensures that the Free Zone can expand in line with market demand, attracting more companies and contributing to Malaysia's economic growth.

One of the key advantages of the Free Zone is its flexibility in accommodating different types of businesses, from logistics and warehousing to light manufacturing and assembly operations. Companies operating within the Free Zone enjoy the benefits of a strategic location, world-class infrastructure, and a favorable regulatory environment, making it an ideal base for regional and global operations. The Free Zone's integration with the port also allows for efficient cargo movement, further enhancing its attractiveness as a business destination.

Environmental Sustainability: A Commitment to the Future

PTP is not only focused on operational efficiency but also on environmental sustainability. As global awareness of environmental issues grows, PTP has taken proactive steps to minimize its environmental impact and align with international standards for sustainable port operations. The port has implemented a range of initiatives aimed at reducing carbon emissions, conserving energy, and managing waste more effectively.

One of the key environmental initiatives at PTP is the adoption of energy-efficient technologies throughout the port's operations. This includes the use of electric and hybrid vehicles for on-site transportation, energy-efficient lighting systems, and the integration of renewable energy sources. These measures help to reduce the port's overall carbon footprint and contribute to global efforts to combat climate change.

Waste management is another critical area where PTP has made significant strides. The port has established comprehensive waste management systems that include recycling, waste segregation, and the safe disposal of hazardous materials. These systems are designed to minimize the environmental impact of the port's activities and ensure compliance with environmental regulations.

PTP is also committed to protecting the local marine environment. The port has implemented measures to prevent pollution, such as regular monitoring of water quality and the use of containment systems to prevent oil spills. These efforts are part of a broader commitment to sustainability that positions PTP as a responsible and forward-thinking port operator.

Future Developments: Meeting the Demands of Tomorrow

As global trade continues to grow, PTP is actively investing in infrastructure upgrades and expansion projects to meet the increasing demands of the market. One of the key developments currently underway is the expansion of the Free Zone with the addition of 81 acres of land in Phase 2C. This new area is expected to be ready by the second quarter of 2023 and will provide significant opportunities for businesses looking to establish a presence in Southeast Asia.

The expansion of the Free Zone is part of a broader strategy to increase PTP's capacity and enhance its competitiveness in the global market. The new land will be available for long-term lease at competitive rates, making it an attractive option for businesses involved in logistics, manufacturing, and other industries. The development of Phase 2C is expected to attract new investments, create jobs, and contribute to the economic growth of the region.

In addition to expanding the Free Zone, PTP is also investing in upgrading its existing infrastructure. This includes the modernization of its berths and terminals, the acquisition of new equipment, and the enhancement of its technological capabilities. These investments are aimed at improving the port's efficiency, reducing operational costs, and ensuring that PTP remains at the forefront of the global shipping industry.

PTP is also exploring new opportunities in the digitalization of port operations. The integration of advanced technologies such as artificial intelligence, big data analytics, and the Internet of

Things (IoT) is expected to revolutionize the way the port operates. These technologies will enable PTP to optimize its operations, enhance decision-making, and provide better services to its customers.

Conclusion: PTP's Role in the Global Supply Chain

The Port of Tanjung Pelepas is a critical component of the global supply chain, offering unparalleled advantages through its strategic location, advanced infrastructure, and comprehensive range of services. As PTP continues to grow and innovate, it remains committed to providing efficient, reliable, and sustainable solutions to meet the evolving needs of the global shipping and logistics industry. The port's ongoing investments in infrastructure and technology, coupled with its focus on environmental sustainability, ensure that PTP will continue to play a vital role in the global supply chain for years to come.

PTP's success is a testament to its strategic vision, operational excellence, and commitment to sustainability. As the port continues to expand and evolve, it will remain a key player in the global shipping industry, driving economic growth and facilitating international trade. Whether through its role as a transshipment hub or its contributions to the broader economy, PTP is set to remain a vital maritime center that connects Malaysia to the world.

CHAPTER 4 - CONCLUSION

My participation in the International Business Trip to the University of Southampton Malaysia through NUST Business School was a remarkable experience that was both academically and culturally enriching. Malaysia, with its rich and diverse economy, serves as a prime example of a nation leveraging its strengths in technology and tourism to achieve robust economic growth and global integration.

Malaysia's commitment to technological advancement is evident through its significant investments in innovation and infrastructure. The country is fostering a tech-savvy environment by supporting industries such as manufacturing, electronics, and information technology. Educational institutions like the University of Southampton Malaysia, located in the rapidly growing EduCity Johor, play a key role in this technological drive, offering state-of-the-art facilities and fostering international collaborations. The strategic initiatives by the Malaysian government, such as offering incentives to foreign universities, underscore its dedication to becoming a hub for educational excellence and technological innovation.

Tourism continues to be a cornerstone of Malaysia's economy, significantly contributing to its GDP. The nation's rich cultural heritage, natural beauty, and modern urban centers attract millions of tourists each year. Kuala Lumpur, with its iconic Petronas Twin Towers, vibrant markets, and diverse culinary scene, exemplifies Malaysia's unique blend of tradition and modernity. Efforts to enhance tourism infrastructure, promote cultural and eco-tourism, and preserve religious diversity and historical sites are clearly evident.

Reflecting on the lectures and sessions during the trip, it's clear how Malaysia is at the forefront of embracing emerging global technologies. The session on Tech Frontiers by Dr. Varun Thangamani highlighted the rapid advancements in artificial intelligence, 5G connectivity, blockchain, and quantum computing, all of which are reshaping industries and societies. The practical insights gained from the Bloomberg sessions, led by Dr. Abu Hanifa Noman, demonstrated the importance of real-time financial data and analytical tools in making informed business decisions.

Exploring Malaysia's economic structure revealed a well-balanced mix of traditional and modern sectors. Malaysia's rich natural resources, including oil, natural gas, and palm oil, further contribute to its economic stability.

In conclusion, the International Business Trip to Malaysia provided profound insights into the dynamic and multifaceted Malaysian economy. Malaysia's strategic investments in technology and tourism, along with its proactive participation in global trade, position it as a significant player on the world stage. The experience not only enhanced my understanding of international business dynamics but also deepened my appreciation for the rich cultural diversity and economic potential of Malaysia and Southeast Asia. This journey has left a lasting impact on my personal and professional growth, highlighting the importance of global perspectives in shaping future business leaders.

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