FACTORS THAT CONTRIBUTE TO THE SALES PERFORMANCE OF PRODUCT CUSTOMIZATION AT PROSEESKA

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Submitted in Partial Fulfillment

of the Requirement for the

Bachelor of Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA

2008

DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
UITM, MELAKA**

"DECLARATION OF ORIGINAL WORK"

I, <u>Liyana Atiqah Binti Abdul Rahman</u>, (I/C Number: <u>860204-56-5864</u>)

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: ___29/4/08___

LETTER OF SUBMISSION

28th APRIL 2008

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandar Melaka
Off Jalan Hang Tuah
75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **"FACTORS THAT CONTRIBUTE TO THE SALES PERFORMANCE OF PRODUCT CUSTOMIZATION AT PROSEESKA"** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

_____
LIYANA ATIQAH BINTI ABDUL RAHMAN
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1.0   INTRODUCTION

ABSTRACT

This research was conducted focusing on the 'sales performance' of product customization at Proseeska. Basically, it is difficult for Proseeska to stay survive within the industry since Proseeska which is one of the only few Bumiputera companies has to compete with many companies who offer the same services (customization) and majority owned by the Chinese businessman. Thus, to ensure the survival of the company and continuous growth in their sales performance, Proseeska need to find out what are the major factors that will help their products customization services become more effective so that they can enhance on it in the future. The main objective of this research is to study the significance and the level of relationship between factors which include supply chain effectiveness, product quality, retailer differentiation and salespeople's skills that can contribute to the sales performance of product customization at Proseeska. Besides that, this research will study about how far retailer differentiation factor become the major factor that contribute to their sales performance.

The respondents of this study were all Proseeska's clients taken from January 2005 until December 2007. 50 questionnaires had been distributed among Proseeska's clients but only 35 of the respondents responded. The researcher had used convenience sampling as the sampling technique. The process of analyzing and interpreting data has been presented with tables using methods such as frequency analysis, descriptive analysis, Pearson correlation and chi-square. The research shows that all the factors have significant and moderate relationship with sales performance of product customization at Proseeska and product quality is the major factor that contributes to their sales performance.