

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

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of the Requirement for the
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DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

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

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: _____

A handwritten signature in black ink, appearing to read 'Liyana', written over a horizontal line.

Date: _____

29/4/08

LETTER OF SUBMISSION

28th APRIL 2008

The Head of Program
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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,



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TABLE OF CONTENT	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRAC	ix
CHAPTERS	
1.0 INTRODUCTION	
1. History of Proseeska Corporation (M) Sdn Bhd	1
1.1 Proseeska Vision Statement	3
1.2 Proseeska Mission Statement	3
1.3 Proseeska Products	4
1.4 Sales Performance of Product Customization at Proseeska	4
2. Background of Study	5
3. Problem Statement	5
4. Research Questions	5
5. Research Objectives	6
6. Hypothesis	6
7. Theoretical Framework	7
7.1 Supply Chain Effectiveness	8
7.2 Retailer Differentiation	8
7.3 Product Quality	9
7.4 Salespeople Skills	9
7.5 Sales Performance of Product's Customization	9
8. Significance of study	9
8.1 The Company	9
8.2 Other Business Institutions (clients)	10
8.3 The Researcher	10
9. Limitations	10
9.1 Time Constraints	10
9.2 Lack of Data Availability	10
9.3 Lack of Cooperation from the Respondents	11
9.4 Lack of Experience	11
10. Definition of Terms	11
10.1 Product	11
10.2 Customization	12
10.3 Embroidery	12
10.4 Design	12
10.5 Quality	12
10.6 Sales	12
10.7 Effective	12

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.