



**“CUSTOMER EXPECTATION TOWARDS FRESH MILK AND
JUICE HOME DELIVERY SERVICE”**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA BANDARAYA MELAKA

NOVEMBER 2010

**CUSTOMER EXPECTATION TOWARDS FRESH MILK AND
JUICE HOME DELIVERY SERVICE**

NURUL NADIA BT ABD MALEK

**Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business
Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM MELAKA**

(2010)



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MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Nurul Nadia Bt Abd Malek, (I/C Number: 860821-56-5536)

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: _____

LETTER OF SUBMISSION

November 2010

Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
Bandaraya Melaka
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CONSUMER EXPECTATION TOWARDS FRESH MILK AND JUICE HOME DELIVERY SERVICE" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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NURUL NADIA BT ABD MALEK
2007129629

1.2 Background of Study

Magnolia embarks on fresh milk home delivery just in time for the perfect breakfast. “Magnolia Fresh Milk Home Delivery” service which brings the creamy, yummy goodness of Magnolia Milk right to your doorstep. Taking a cue from the milkmen of yesteryear, the newly launched Magnolia Fresh Milk Home Delivery service from F&N Dairies (M) Sdn Bhd is the first of its kind in Malaysia. Van added industry findings indicated that milk consumption amongst Malaysians is still relatively low and this service is one way to encourage Malaysians to drink milk, especially fresh milk on a regular basis as it is a rich source of protein and calcium for all walks of life. In recent years, home deliveries have been making a comeback especially to cater to the needs of typical families. Kicking off in April, the Magnolia delivery service is timely as nowadays, families are increasingly busy tending to their daily routines. It offers consumers the convenience of delivery while helping them get their dose of Magnolia fresh milk without the hassle.

1.3 Problem Statement

Problem occurs in all organization and even the most successful organization faced many problems in order to sustain and success in market. Magnolia home delivery service just launched in April and for sure like other company they faced many problems and obstacles during the process to make this new concept is being acceptable and successful as well. There are so many complaints from customer that subscribed this home delivery service. Organization also faced a number of drops in subscriber for the month of June 2010 since it was launched in April 2010.