



***Distribution Channel Problem Faced By Faiza
Marketing Sdn Bhd***

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
BUSINESS**

FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

17TH APRIL 2009

Distribution Channel Problem Faced By Faiza Marketing Sdn Bhd

SHARIFAH BADARIAH BINTI SYED ALI

**Submitted in Partial Fulfilment
of the Requirement for the
Bachelor of Business Administration
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UiTM KAMPUS BANDARAYA MELAKA**

2009

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, SHARIFAH BADARIAH BINTI SYED ALI, (I/C Number: 860710-43-5034)

Hereby, declared 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

Date of submission

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
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110 Off, Jalan Hang Tuah,
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "Distribution Channel Problem Faced By Faiza Marketing Sdn Bhd" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Your Sincerely,

SHARIFAH BADARIAH BINTI SYED ALI

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Bachelor of Business Administration (Hons) International Business

ABSTRACT

This study was carried out at Faiza Marketing Sdn. Bhd (FMSB). The main purpose of this study is to find out the distribution channel problem faced in the company. This study will give more useful information to FMSB in order for them to overcome the problem in their distribution strategy and delivering their product.

After an observation in the company during the practical training and interview session with the company staff, researcher had found the best way for the company to solve their distribution problem. The findings of the study will hopefully be guideline for FMSB to recognize their distribution problem, to improve their distribution strategy and deliver their product by using type of intermediaries that will give more benefit to the company.