



**A STUDY ON CUSTOMER PURCHASE DECISION ON TRANSPORTATION  
SERVICE OF GOOD.**

**This Paper Is Submitted in Partial Fulfillment Of the Requirement For  
the Bachelor of Business Administration (Hons) (Marketing)**

**To be Awarded By The Universiti Teknologi MARA**

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# LETTER OF SUBMISSION

January 10, 2012

Dr. Mohd Subri bin Tahir

Lecturer (1<sup>st</sup> Advisor)

Faculty of Business Management,

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Pulau Pinang

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Enclose here is the research entitled "**A STUDY ON CUSTOMER'S PURCHASE DECISION ON TRANSPORTATION SERVICE OF GOOD**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

I hope this report will fulfill the requirement of Bachelor of Business Administration with Honors and also achieved the objective of this study.

Thank you,

Yours truly



(MUHAMAD FAIROS BIN MOHAMAD SHAH)

2008249812

BBA (HONS) (MARKETING)

## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

**I MUHAMAD FAIROS BIN MOHAMAD SHAH, I/C NUMBER 760120-07-5077**

HEREBY DECLARED THAT:

- This work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for these degrees 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 specially acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## **ACKNOWLEDGEMENT**

In the name of Allah, Most Compassionate and Merciful

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Thank You

## **ABSTRACT**

The purpose of this study was to identify the factors that affect the involvement of transportation of good. The factors relate are price,product,place and promotion were studied in MF Hot Trans 1 Sdn Bhd Glugor,Pulau Pinang. The population of this study is 125 respondents. The aim of this study is to enhance MF Hot Trans Sdn.Bhd was incorporated with the sole objective of providing the verification and re-verification services for all weighing and all measuring instruments use for trade in Malaysia. The company started operation on the 1998.This project paper will focus on how this firm performance during 14 years ago. Start from 1998 until 2012. This project paper will calculate the ratio analysis of this firm that been extract from income statement and balance sheet. To concrete this ratio, the researcher also includes a common size analysis as the side evidence about this company financial performance. The purpose of this analysis, to compare how the company performance throughout from 1998 until 2012.Data are being collected by interview, journal. Thus further studied being done to show how the financial position about this firm. The result indicates that, the used of these method contribute to the reasons and evidence that based on the customer purchase decision.