

**MARKETING PROMOTION ON HAULIER SERVICES  
WITH PARTICULAR REFERENCES TO  
FABER HAULAGE SDN. BHD**

**A GRADUATION EXERCISE SUBMITTED TO THE  
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(TRANSPORT)**

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## ABSTRACT

In most company, marketing has helped in increasing or maintaining their sales volume. In a service, marketing has played a vital part in solving the customer customer problems and satisfy them. Faber Haulage Sdn. Bhd has long seen that need. But to do marketing it needs money. Cost that indirectly bring profit (or loss). This research attempts to find which marketing tool that best suited the company. Which technique that has high impact to the customer but has low cost.

In the findings, 22% are using Faber Haulage service because of the personal contact. Since this is a service product, physical evidence does not much play their role .

Having a good service and keep in touch with the customer is the best way of selling. Before having a marketing department, Faber Haulage should consider of the cost, would it be viable?

In the years to come, Faber Haulage has to consider either to have a marketing department or having a sales person.

## 1.0 BACKGROUND OF THE COMPANY.

### 1.1 CORPORATE PROFILE.

Faber Group Berhad (Faber) was incorporated in Malaysia as Merlin Hotels Malaysia Bhd. on 31 May 1963 as the holding company for Hotel Merlin Kuala Lumpur Sdn. Bhd and Hotel Merlin Cameron Highlands Bhd.

In 1972, it merged with Faber Union Sdn. Bhd and was rename Faber Merlin Malaysia Bhd. Eighteen years later, on 22 November, the company assumed the name Faber Group Berhad.

In 1993, Faber rationalised its activity into three distinct core sector, namely hotels, properties and transportation manage through its wholly-owned subsidiaries, Faber Hotels Holdings Sdn. Bhd, Faber Development Holdings Sdn. Bhd and Faber Haulage Sdn. Bhd.

Faber Haulage and its subsidiaries specialise in transportation , port handling and freight forwarding of cement , petroleum and general cargo; and the manufacturer, installation and supply of customade loose furniture and system furniture for offices and hotels.