



**CHALLENGES FACED BY FAIZA MARKETING SDN. BHD.  
(FMSB) IN CREATING CUSTOMER AWARENESS THROUGH  
PROMOTION ACTIVITIES**

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## **ABSTRACT**

This research is implemented to explore the role of promotional mix in increasing product's sales by creating customer awareness. Promotion is used to communicate with customers with respect to product offerings. Public relations and advertising are the tools of promotional mix have been discovered in this research. Both tools have been studied to find the effectiveness regarding the implementation besides factors made FMSB not capable to further other promotional tools available besides TV and radio advertising and exhibition. Thus, a few recommendations will be suggested in order to improve the effectiveness of promotion activities have done and also other tools of promotional mix which though effective to be applied in gaining customer awareness.

After studying the issues, it was found that FMSB are lack of ideas in publicizing spice products besides does not have enough budgets to be invested to other promotion activities. For the purpose to minimize costs involved in promotion activities, FMSB prefer to use TV and radio advertising to advertise spice products without planning it properly in terms media selection, and timing. Moreover, public relations tools implemented through business exhibition participate was discovered quite effective in gaining customer awareness since sales person employed is lack of confidence and communication skills in conveying product messages to the prospects.

## **1.1 Company Background**

The spices business of Faiza was started on the 1968, when the founder of Faiza Marketing, (formerly known as Syarikat Faiza), Mrs. Hajjah Faiza Bawumi Sayed Ahmad, formulated its own traditional heritage “home-made blends” recipes. During that time it was more than try and error recipes, whereas it was produced for limited quantity and only to be sold to relatives and neighbours around in order to gain feedback to the taste of the spice recipes.

Learned from experienced, Faiza had improvised the recipes to suit the taste of Malaysian. Since then, the journey through the open floodgates has begun as the market demand shows positive growth in the following years. That was at this time when Faiza divined to formed independent business unit to spearhead the spice business strategically.

Thus, in 1998 Faiza Marketing Sdn. Bhd. (FMSB) was incorporated to take the responsibilities to spread the wing in marketing and manufacturing, a wide range of spices product. Nowadays, with more than 20 types of products and proper promotion channel, FAIZA spices has become one of the most trusted household brand name throughout the region, under the tagline Hygiene & Quality. The most popular brand is Faiza Raja Curry, Faiza Curry, Faiza Beriani and Faiza Bukhari.

### **1.1.1 Policy and Achievement**

At FMSB, customer’s satisfaction is always being their utmost priority. To that extend their products definitely employed the best quality of selected ingredients

in order to preserve the traditional recipes and taste of our legacy. As a result, FMSB firmly concern in producing HYGIENE & QUALITY products, which are free from preservatives, additional colours and artificial flavours. Besides that, lies within their production plant are the state of the art machinery and well trained employees to do the processing and packaging of the spices. What is more important is all the products were certified HALAL by Islamic Development Department of Malaysia.

### **1.1.2 Mission**

To be the most reliable and profitably sustainable “Halal-Food” producer locally and internationally by providing, excellent customer service, emphasizing, on quality and human resource development generated from technology advancement.

### **1.1.3 Vision**

1. To fulfil customer satisfaction by providing assortments of hygienically quality products, services and product availability.
2. To develop the market demographically through effective branding and efficient logistical networking.
3. To produce hygienic and nutritious product through continuous research and development.

## 1.2 Issue

Advertising and public relations are promotional tools applied by FMSB in promoting their spice products to the consumer. Maintaining Faiza products in the market is the main problem faced by FMSB since promotional activities implemented is not enough in creating customer awareness. Lack of promotional activities has caused their spice products were unfamiliar in the market as compared with other competitors from similar industry.

Bukhari Powder, Beriani Powder, Soup Powder, Fish Curry, Meat Curry, Raja Curry, Turmeric Powder, and Chili Powder are main spice products produced by FMSB which do not show any positive improvement based on sales trend obtained from 2008 sales' report. Bukhari Powder and Beriani Powder are products which are obviously show unstable sales along 2008. These unstable sales would become company's turmoil in gaining high sales of volume if FMSB does not take serious initiative in creating customer awareness in order to achieve company sales target.

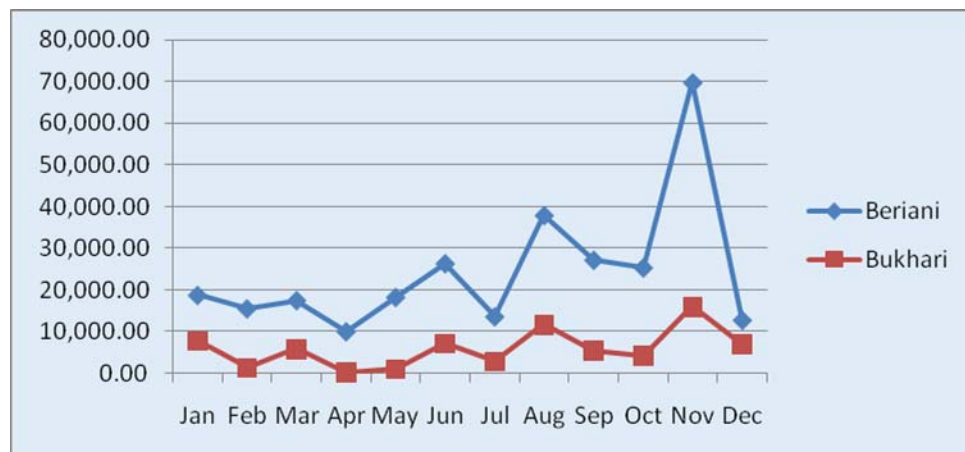


Figure 1.1: Sales Trend for both Bukhari and beriani Powder in 2008