



**"MARKETING STRATEGY OF FIRMS PRODUCING
FOOD AND DRINKS IN MELAKA: AN EMPIRICAL
STUDY ON THE EFFECTIVENESS OF PROMOTIONAL
STRATEGY USED"**

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LETTER OF TRANSMITTAL

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May 8, 2003

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Dear Sir,

RE: SUBMISSION OF PROJECT PAPER.

With reference to the above matter, I hereby enclosed the final Project Paper entitled **"Marketing Strategy Of Firms Producing Food And Drinks In Melaka: An Emperical Study On The Effectiveness Of Promotional Strategy Used"** for your kind perusal. I hope that this research will fulfill the course requirement as needed.

Your kindness to accept this project paper is very appreciated.

Thank You.

Your Sincerely,

Noorazmahani Wahed
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ACKNOWLEDGEMENTS

Assalamualaikum wbt.

Alhamdulillah, thanks to Allah of giving me strength and good health in completing this project paper, successfully. I would like to take this opportunity to express my appreciation to many individuals, which have contributed their time and energy in helping me towards this project paper.

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ABSTRACT

Malaysia has transformed from a commodity-based producing nation to being a manufacturer of industrial products, geared towards exports. With a good track record of economic growth exceeding 8% per annum, the country is well poised to fulfill its vision of becoming fully industrialized nation by the year 2020. Focusing on the small and medium industries (SMIs) in Malaysia, they had their own roles, which critical in the country's industrialization programme through the strengthening of both forward and backward industrial linkages. In order to achieve their roles, those firm who involve in the SMIs need to make use many strategies to market their product.

Therefore, the aim of this study is to measure the types of marketing strategy used by the firms in order to market their product. Besides that, this study also want to evaluate how effective the strategy used thus, can help the firm in selling their product in their target place or market. The study focuses only to the SMIs firm in the area of Melaka using the descriptive research. The collection of the primary data is sourced from questionnaires taken from simple random sampling.

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