



**A STUDY OF ENHANCING PEOPLE AWARENESS ON SERVICES PROVIDED
BY HABIBA SUITES**

MUHAMMAD FAIZ BIN JENAR

2009851308

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING) FACULTY OF BUSINESS MANAGEMENT**

UNIVERSITI TEKNOLOGI MARA

SHAH ALAM

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ABSTRACT

Habiba Suites Hotel and Apartment in Kota Kinabalu Sabah is can be considered as one of the new entry in the service industry, particularly in the hotel sector. The hotel apartment start its operation in March 2010, fully owned by local bumiputera's and situated on top of Bukit Bendera in Kota Kinabalu city, Sabah. Previously this hotel and apartment was formerly known as the government housing quarters for the senior servants during the 70s and as for today, the building has gone through serious renovations to be one of the players competing between the hotel sectors of service industry in Sabah.

Basically, one of the objectives of Habiba Suites is to achieve 100% market awareness in Sabah. The question arises where the organization is having difficulties in identifying the solution to increase or enhance the people awareness towards the services they provides. To a large extend, researching on the solution is what this research is all about is.

The findings and recommendations from this study can be used as a basis to enhance people awareness on the services provided by Habiba Suites. Eventually, it will help the organization competing more competitively between other hotels in the hotel sector of Sabah.