



A STUDY OF 4P'S IN TABUNG HAI TRAVEL AND SERVICES
(THTS) FOR NON MUSLIM PERSPECTIVE

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ABSTRACT

CHAPTER 1

The purpose of this project paper is to study which 4p's that leads to the number of non muslim perspective in Tabung Haji Travel and Services in Kota Kinabalu Sabah. This research is focusing on the traditional marketing mix which is the for 4p's (Product, Price, Place, and Promotion). The Quantitative data collection method and the random sampling is used to aid the research. Researcher distributed 200 questionnaires and will be analysed by using the SPSS software. The target population for this research is the working peoples and have an interest to go travelling.

1.1 Background of the organization

Tabung Haji Travel & Services Sdn Bhd (THTS) is wholly owned subsidiary of Lembaga Tabung Haji (LTH). THTS was incorporated on 9th September 1972 and formerly known as TH Travel Industries Sdn Bhd before it changed to its current name on 23rd May 2002. THTS was initially set up to manage and organize the departure and arrival of Hajj pilgrims under the LTH.

Today, THTS has expanded its business and offered a variety of services. THTS have specialty in managing Hajj charter, Hajj package, Hajj catering, Umrah travel, tour, ticketing and cargo. THTS are focus to meet and full fill the varied needs of its client base, be it for Hajj, Umrah, leisure, business and others that related travel requirements.

THTS is a large company which has 8 branches all over Malaysia. The headquarter is located at TH Selbom Tower, Kuala Lumpur with its branch offices located at Kuala Lumpur, Penang, Kelantan, Johor, Sarawak, Shah Alam, Putrajaya and Sabah. Even though THTS have many branches, but still all staff of THTS

CHAPTER 1

INTRODUCTION

1.0 Background study

This section provides a brief introduction about the research project which includes a description about the background of the research, objectives, significance, as well as the limitations being faced by the researcher.

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