

A STUDY ON THE EFFECTIVENESS OF RETAILING MIX AT SPARE PART
SHOP OWNERSHIP BY SOUTH KUALA TERENGGANU AREA FISHERMAN
ASSOCIATION (PNKKTS)

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, NOOR KHAIRUNNISA BINTI RAZALI

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any others degrees.
- This project paper is result of my independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguish by quotation marks and sources of my information have been specifically acknowledged.

Signature :

Date :

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ABSTRACT

This research examine on effectiveness of retailing mix at spare part shop ownership by South Kuala Terengganu Area Fisherman Association (**PNKKTS**) in making sales. The availability of product is the issue because when the fisherman comes to the shop to buy product and the product not available there, they will go to other retail outlet to get the product. The presentation of spare part shop is the problem in making a sale. Promotion is the issue. When the PNKKTS not do any promotion activities, fishermen not get detail information about spare part shop. The objective of this study to find out the problem of PNKKTS in term of the retail activities at the spare part shop and give the recommendation to the PNKKTS to overcome the problem. Researcher would like to focus on the effectiveness of retailing mix at spare part shop practice by PNKKTS.

There are two sources of data consists primary data or secondary data in order to collecting data. For primary, researcher used questionnaires and interview. The internet, books and company publication such as audit report and meeting report is the secondary data used by researcher. The population in this study is focused to the fisherman at Pulau Kambing because they are the target customer for the PNKKTS. PNKKTS have 1043 member of association. The sample was drawn from the PNKKTS. Since the total number of fisherman at Pulau Kambing more than thousand so I have sent questionnaires to 100 people only.

SPSS version 11.0 is using for analysis the data. Researcher chooses to analysis data by Frequency Distribution, Reliability Analysis, Cross Tabulation, Hypothesis Testing, and Regression Analysis. From the analysis also, researcher do some of recommendation to the PNKKTS.

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