

**THE EFFECTIVENESS OF CARREFOUR HOUSE
BRAND PRODUCT STRATEGY TOWARDS
CUSTOMER ACCEPTANCE IN SUBANG JAYA**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”

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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 other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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LETTER OF SUBMISSION

28th April 2008

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Dear Madam / Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “THE EFFECTIVENESS OF CARREFOUR HOUSE BRAND PRODUCT STRATEGY TOWARDS CUSTOMER ACCEPTANCE IN SUBANG JAYA” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

Carrefour is the world's second largest retailer, Carrefour SA operates more than 10,300 stores in France and abroad under more than two dozen names including Carrefour, Champion, Shopi, Marché Plus, Dia, Ed, and Promocash. The company merged with Promodès SA in 2000 to become Europe's leading operator of supermarkets, convenience stores, discount stores, cash-and-carry outlets, and hypermarkets. The company's founders created the concept of the hypermarket, an expanded supermarket offering a wide variety of merchandise--including groceries, electronics, clothing, and automotive supplies that allowed consumers to accomplish most of their shopping at one store. Hypermarkets became a rapid success, revolutionizing the retail industry in France and worldwide.

The main objective of this research is to study on “The Effectiveness of Carrefour house brand product strategy towards customer acceptance in Subang Jaya”. Further, it is to know the level of customer satisfaction towards house brand product. For the purpose of this research, the descriptive and causal research was used, 100 questionnaires were distributed to customers of Carrefour, and collected using Non-probability Sampling Technique which is convenience sampling. Questionnaires were distributed as the survey instrument as the source of primary data, other reliable resources would serve as secondary data.