

**CUSTOMERS' PRODUCT
CHOICES AND DEALERS'
DECISION TO CARRY
FAIZA'S PRODUCT
AND ITS RELATIONSHIP
WITH PRODUCT ATTRIBUTES
(IN CENTRAL AND SOUTHERN
OF PENINSULAR MALAYSIA)**

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA 'DECLARATION OF ORIGINAL WORK'

I, **NOOREZATI BT MD NOKSEN**, (I/C Number: **780309-13-5852**)

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.

Signature: _____

A handwritten signature in black ink, appearing to be 'Noorezati', written over a horizontal line.

Date: _____

25/3

LETTER OF SUBMISSION

Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Malacca

March 2004

Pn Zaihan Latip
The Head of Program
Bachelor of Business Administration (Honours) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Malacca Campus

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled **“CUSTOMERS’ PRODUCT CHOICES AND DEALERS’ DECISION TO CARRY FAIZA’S PRODUCT AND ITS RELATIONSHIP WITH PRODUCT ATTRIBUTES (IN CENTRAL AND SOUTHERN OF PENINSULAR MALAYSIA)”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,



NOOREZATI BT MD MOKSEN

2001300862

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Recently, many companies involved in spices industries whereby companies try to introduce formulated spices with different recipe. FAIZA MARKETING is one of the company that marketed formulates spices, while introduce new formulated recipe to target segment. Company try to penetrate leader market which offer similar product. In the consumer perception, products that offer a good quality and fulfil their needs in term of taste can create more demand. In other words, consumers are very particular about intangible product offer other than tangible product. So that, company try to cater target segment with emphasis on product attribute that effect a choice brand of formulated spices.

Therefore, FAIZA MARKETING try to find the factor that are most effected to create brand equity among its customers and at the same times, retain an existing customers and attract new customers.

Based on the problem statement, this research was conducted to achieve these objectives, (1) To identify the rank of factors related to product attribute that contribute a choice of formulated recipe (2) To examine the association between products attributes with the choices formulated recipe of FAIZA, (3) To examine the association between choices of brand with the demographic construct of the consumers (4) To explore the factors that forces the retailers to carry competitive brand (5) To determine the SWOT analysis for the competitive brand and make suggestions.

This project paper consists of five (5) chapters. Chapter one is briefly discuss about the company background, problem statement and the objectives of the study. Chapter two is Literature Review, where the topics and matters concerned is explain related to the study. Chapter three is Research Methodology, where the method of analysis of the study. Statistical Package for social Science (SPSS) has been used to analyze the data in terms of frequency and cross tabulation. Chapter four is findings and interpretation and chapter five is conclusion and recommendation.