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IMPORTANCE OF SETTING AN EFFECTIVE TARGET MARKET
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DECEMBER 2018

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

For Introduction, researcher will discuss about Background of study, Background of Company, Problem Statement, Research Objectives and Research Questions, Scope of Study, Significant of Study and Limitation of Study.

1.1 BACKGROUND OF STUDY

Target market is a particular group of consumers at which a product or service is aimed (Google, 2018). Target Marketing involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments consisting of the customers whose need and desires most closely match your product or service offerings. It can be the key to attracting new business, increasing your sales, and making your business a success.

Target marketing is also called market segmentation. Market segmentation involves demographic segmentation, geographies segmentation, and psychographic segmentation. Demographic segmentations are gender, age, income level, marital status, education, race, and religion. Target market and market segment giving the same definition and terms. Target Market has many definitions, so there are vertical and horizontal terms. When prospects are grouped by their income, age, or education level, for example, the segmentation tends to be vertical. In contrast, horizontal segmentation tends to produce market segments as a result of differentiating consumers by the diversity of a target criterion attribute. Consider, for example, market segments based on marital status, gender, lifestyle, and preference. When consumers are grouped by their income, age, or education level, for example, the segmentation tends to be vertical. In contrast, horizontal segmentation tends to produce target markets as a result of differentiating consumers by the diversity of a target criterion attribute. Consider, for example, target markets based on marital status, gender, lifestyle, and preference. These related terms will be described more details in chapter two.

1.2 BACKGROUND OF COMPANY

The Netherlands Maritime Institute of Technology (NMIT) is a Dutch-Malaysian private higher learning foundation that has some expertise in maritime education. The maritime business depends on the directing standards of accuracy, foresightedness and imagination/creativity. These basic philosophies of insight are essential in powerful activities through immaculate standard working systems and instrumental international conventions and protocols. NMIT is devoted to giving graduates who will maintain the honesty synonymous to the maritime field through different courses advertised.

Maritime industry is the backbone of modern businesses and is responsible for transporting over 90 percent of the world goods. Without maritime transport, the import and export of goods and merchandises on the scale necessary for the modern world would not be possible. In Malaysia, the growing investment in port and maritime infrastructure are seen as truly positive catalysts that will underpin a strong economic growth and sustainable future for the country.

NMIT do provide a diploma in maritime transportation management, Diploma in shipping management also Diploma in Port Management. Diploma education in NMIT is for 2.5 years with industrial training. The tuition fee for diploma in NMIT is quite high. By that marketers in NMIT must have knowledge to which target audience they need to cater in order to make sure that they able to pay for tuition fees. Driven by NMIT motto, "Excellence with a Purpose", NMIT strive to provide the students as well as industry personnel with the right skills, ample knowledge and valuable experience that are required for a successful maritime career.

1.2.1 VISION AND MISSION

Table 1:

VISION	MISSION
To be a world-class maritime institution by year 2030	To provide high quality education, training, research, commercialisation expertise and leadership which benefit the maritime domain

1.3 PROBLEM STATEMENT

Since NMIT inception in 2011, NMIT have supported more than 2,000 students at both City Campus in Johor Bahru and EduCity Campus in Iskandar Puteri. NMIT currently offers programmes at diploma level in the field of port operations, shipping management, maritime logistics, maritime law and maritime occupational safety & health with several other courses in the pipeline covering areas in offshore oil & gas operations, petroleum facilities management, nautical studies, marine engineering and many more.

According to Mr. Syah Irwan, of M&S department, he said that the biggest issue is NMIT do not specific their target market. This issue occurs since NMIT depend on M&S department to persuade and put maximum effort to make sure that there are many students come to study at NMIT. However, all M&S department staffs need to do self-learning for persuading skills. M&S department do not invest for staff training. Staffs have insufficient motivation and skills on how to get students. These will affect the public relation process on how the staff delivers all content and the content must be good enough to persuade others or not.

NMIT is in Johor Bahru but even a Johor resident is not aware about the existence of Educuity and NMIT. NMIT's does not have a very good and specific marketing plan. This situation can explain that NMIT could not specify their target market. More over NMIT still used traditional marketing tools which is telemarketing, doing an outbound call. All staff will do an outbound call to many numbers around Malaysia without knowing who and where they are. How can NMIT penetrate are the market when you don't even recognize your future prospects? In addition, at this era, Malaysian was exposed to a scammer call. They are afraid to answer the call. So it is difficult to succeed by telemarketing.

Another issues said by Mr Mohd Syafiq, a senior staff of M&S department is that NMIT is weak in positioning its services to people Top of Mind Awareness. NMIT have insufficient effort for branding. Which there are no banners or buntings around the campus. NMIT doesn't do a hard advertising such as traditional Medium (radio, TV) and don't even have a billboard near the campus around Johor Bahru. Many do not recognize the existence of NMIT in middle of Johor Bahru city.

To conclude, researcher wants to conduct a research on how NMIT can do effective target market so that they can improve their marketing performance to attract more students.