



اوپو سنیقی نیکو لوکی مارا
UNIVERSITI
TEKNOLOGI
MARA

**THE RELATIONSHIP OF CORPORATE SOCIAL
RESPONSIBILITY TO A START-UP COMPANY, NUREN
GROUP (ENLINEA SDN BHD)**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA JOHOR**

NOOR FADZLINA BINTI ZULKIFLI

2015105845

DECEMBER 2018



DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) MARKETING

FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

Noor Fadzlina Binti Zulkifli, (I/C Number: 950212-02-6202)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for my 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 distinguish by quotation marks and sources of my information have been specifically acknowledge.

Signature:

A handwritten signature in black ink, appearing to read 'Noor Fadzlina Binti Zulkifli', written over a horizontal line.

Date: 24 DECEMBER 2018

LETTER OF TRANSMITTAL

Muharratul Sharifah Binti Shaik Alaudeen

Ketua Pusat Pengajian (Ijazah)

Fakulti Pengurusan Perniagaan

Universiti Teknologi Mara,

85000 Segamat,

Johor Darul Takzim.

Dear Miss,

SUBMISSION OF PROJECT PAPER

Attached is the research report title “The Relationship of Corporate Social Responsibility to a Start-up Company, Nuren Group (Enlinea Sdn Bhd)” to fulfil requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Yours Sincerely



Noor Fadzlina Binti Zulkifli

2015105845

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Corporate social responsibility (CSR) is a business approach that contribute to sustainable development by delivering economic, social and environmental benefits for all stakeholders. The purpose of this research is to explore the relationship of CSR to a start-up company where the researcher wants to know the effect of CSR to a start-up company. The research design for this study is implementing the quantitative method and use simple random sampling in selecting the respondents from the population. A set of questionnaire has been develop based on relevant literature review and 23 questions were asked to the Nuren Group's customers to collect the data which it can help researcher to identify the relationship between dependent variable (effect of CSR to a start-up company) with independent variable (communication, brand image of company and awareness on the brand). Finding of this research can used for Nuren Group in order to understand the most elements that can effect CSR to a start-up company and identify the best strategy to enhance the organization performance.

TABLE OF CONTENTS

THE RELATIONSHIP OF CORPORATE SOCIAL RESPONSIBILITY TO A START-UP COMPANY: STUDY CASE IN NUREN GROUP (ENLINEA SDN BHD) ..i	
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLE	viii
LIST OF FIGURES	ix
CHAPTER 1: INTRODUCTION	1
1.0 Background of the study	1
1.1 Information of the Company	2
1.2 Problem Statement	3
1.3 Research Objectives	4
1.4 Research Question	4
1.5 Scope and Limitation of the study	4
1.6 Significant of the study	4
CHAPTER 2: LITERATURE REVIEW	5
2.0 Introduction	5
2.1 Start-up Business	5
2.2 Corporate Social Responsibility	5
2.3 Communication	6
2.4 Brand Image of the Company	6
2.5 Awareness on the brand	7
Relationships between a Start-up Company, with Corporate Social Responsibility (CSR), Communication, Brand Image and Awareness	7
2.6 Conceptual Framework	8
2.7 Hypothesis	9
CHAPTER 3: RESEARCH METHODOLOGY	10
3.0 Introduction	10
3.1 Research Methodology	10
3.1.1 Introduction	10
3.2 Research Design	10
3.3 Data Collection Method	10
3.3.1 Primary Data	10