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**FACTORS INFLUENCE MARKETING STRATEGIES FOR COMPANY'S
BRAND : A STUDY FROM KONSULTAN SDN BHD**

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JUNE 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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"DECLARATION OF ORIGINAL WORK"

1. Nor Najihah Binti Mohd Alias (I/C Number : 960512086054)

Hereby, declare that :

- ✓ This work has not previously been accepted in substance of any degree, locally or overseas, and is not being concurrently submitted for this degree or other degree.
- ✓ 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 : Hajjah

Date : 28/6/2018

LETTER OF TRANSMITTAL

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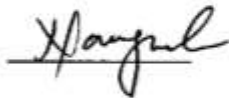
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factors influence marketing strategies for company's brand : A study from Konsvitan Sdn Bhd" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Your sincerely



Nor Najihah Binti Mohd Alias

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ABSTRACT

This study was carried out to find out the factors influencing in creating marketing strategies for company's brand. A total of 50 questionnaires was given out to consumer at a shopping centre from a sample of Avenue K, Kuala Lumpur. The respondent are picked randomly which is choose randomly by researcher in order to gain data from the respondent. The data were collected by a questionnaires that distributed to respondents. The questionnaires was designed to get the primary data about the factors influencing in creating marketing strategies for company's brand. Basically, in this study have two independent variables which are endorser credibility and brand credibility. Based on the data analysis from the study carried out, **factors influence marketing strategy influenced by endorser credibility** factor while brand credibility does not achieve the marketing strategy. This is because, based on the correlation table it shows that **endorser credibility obtained a high correlation value which is the 0.801**. Hence, the factor that support this study is endorser credibility which can influence the marketing strategies for company's brand. By using endorser in marketing strategies can help business success in future. The findings for this study is supported in journal Celebrity endorsement, brand credibility and brand equity (Amanda Spry *et al.*, 2011) which the result is same where it can be said that celebrity endorser can give impact towards brand.

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