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PEPER MARKETING BOARD MALAYSIA:
A STUDY ON CONSUMER AWARENESS ON
SARASPICE PRODUCT IN KUCHING AREA

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LETTER OF TRANSMITTAL

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Dear sir

SUBMISSION OF FINAL REPORT

The above matter refers. Please find attached the final report entitled "A Study On Consumer Awareness On SaraSpice Product In Kuching Area" for your kind perusal.

I hope this report will meet the requirements and the expectations as needed by the Faculty of Business and Management.

Your kindness to accept the report is very much appreciated.

Thank you

Your sincerely



(ZAMAL BIN BUJANG)

97046098

FOTOSTATIS DAN REPRODUKSI

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	-	Mr. Chong Vui Hick

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FOTODOKUMEN

EXECUTIVE SUMMARY

In an area of mature and intense competitive pressures, many firm are focusing their efforts on maintaining a loyal customer base. To create a loyal customer, the customer must have awareness on product and very frequently to use it. This will create a loyal customer. If most of the target audience is unaware of the SARASPICE product, the Pepper Marketing Board Malaysia task is to build awareness, perhaps just name recognition. This can be accomplished with simple message repeating the name. Prospects who are not aware of the Pepper Marketing Board and SARASPICE product might refuse to try or consume the product.

The main issue in this study is to look the consumer awareness on SARASPICE product in Kuching market and to determine the remedies available to tackle the problems.

Basically, this paper is divided into 5 chapters. Chapter 1 is the introduction, which covers the problem statement, objective, limitation of study and the description on the Pepper Marketing Board Malaysia. Chapter 2 of the studies will mainly focus on literature review which look into the definition and important of consumer awareness. Chapter 3 will explains details on the research methodology.

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