

MKT 650 - 73

A STUDY OF MARKETING STRATEGIES ON
HAND TUFT CARPET PRODUCT TOWARDS
INDIVIDUAL CONSUMER - END MARKET

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LETTER OF TRANSMITTAL

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A SUBMISSION OF PROJECT PAPER (MKT 650)

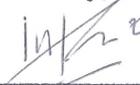
Dear Sir,

In fulfilling the course requirement for BBA (Hons) Marketing, enclosed herewith is a project paper of “ *A Study Of Effective Marketing Strategies On Hand Tuft Carpet Product Towards Individual Consumer End – Market*”.

I hope that this project paper will meet the requirement for the course.

Thank you,

Yours sincerely,



(Intan Syafinaz binti Mat Shafie)

ACKNOWLEDGEMENT

Praise to ALLAH, for his Bless and Merciful

At last, this paper work has been successfully completed within the specified time.

My deepest gratitude goes to Dr. Rosalan bin Ali for his advice, guidance and suggestion in making this project paper a reality.

I would also like to express my appreciation to Puan Muhazita Alias, BBA (Hons) (Marketing) Course Tutor and all my Marketing lecturers of UTEKMA Terengganu for all their invaluable courage, guidance and support along these days.

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ABSTRACT

The objective of this study are to seek potential opportunity for CIMB to emphasize on hand tuft carpet market, gather information on major factors that will affect individual consumer buying behaviour to purchase it and also to find the effective marketing strategy for hand tuft carpet. In addition, there are recommendations for CIMB to produce hand tuft carpet and ways of predicting its market demand.

The target population of the study was conducted in Subang USJ area. Key strategy to gather data is through questionnaires. 100 questionnaires were randomly distributed with the use of cluster sampling. SPSS has been used to process and analyze the data.

It is believed that every carpet manufacturer's has their own product's uniqueness. The difference between them is on how the manufacturer itself provides the services to the customers. As such, company's promotion through attractive services are the best to implement.

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