

A STUDY OF THE POTENTIAL CUSTOMER'S
IN CORPORATE SECTOR'S AWARENESS OF THE
SERVICES OFFERED BY KOPETRO TRAVEL & TOURS
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OCTOBER 1999

LETTER OF TRANSMITTAL

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October 20, 1999

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Sir,

MARKETING INTERNSHIP (MKT 650) PROJECT PAPER REPORT

Enclosed herewith is my project paper report entitled A Study of the Potential Customer in Corporate Sector Awareness of the Services Offered by KOPETRO Travel & Tours (KTT) Kerteh, Terengganu.

With the submission of this thesis, I do hope that it will meet the requirements and purpose of the Marketing Internship subject.

Thank you for all the guidance, support and assistant you have generously rendered for the completion of this thesis.

Thank you

Yours faithfully,



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UNIT BUKU & PERKHIDMATAN PEMBACA

ACKNOWLEDGEMENT

Assalamualaikum.

Bismillah Hirrahma Nirrahim, first and foremost, I would like to praise and express gratitude to Allah SWT whose mercy to help and give me the opportunity to complete this report.

Special thanks to my project advisor, Encik Zainuddin bin Zakaria for his valuable guidance, comments, views, encouragement in preparing and completing this report. Without the assistance and guidance from my project advisor, this report could not be completed.

I would like to express my thanks to the Manager of KOPETRO Travel & Tours (KTT) Kerteh, En. Zuhri Saifuden bin Abdul Rahim for his constructive advice and valuable work in providing information.

I also would like to address my gratitude to the Marketing Department, En. Rahimi bin Mat Zin and also the staffs of KTT Kerteh for their willingness and co-operation in providing the information.

Last but not the least, I would like to thank my colleagues for their help and advice in the preparation of the report.

UNIT RUJUKAN & PERKHIDMATAN PEMBACA

ABSTRACT

The tourism industry is important to the developing countries like Malaysia. This is because the industry can help the other sectors to grow. This means that the tourism industry is very important to our country in order to help the present economic situation bounces back. To be successful, the company must focus on customers and not on the competition. Awareness of the company existing most important to attract and influence the customers especially tourism industry. Therefore this research is study of the potential customer's in corporate sectors awareness services offered by KOPETRO Travel & Tours (KTT), Kerteh branch. It scrutinized the level of the awareness on KTT services that has been perceived by the customers. The problems had been identified of customers' awareness of the services offered by KTT. The problems are the incentive offered by KTT might be unattractive to customers, promotion and information dissemination are not wide, distribution of leaflets, brochures & pamphlets to the local tourists are not widespread, and negative perceptions among the corporate customers. Through this project paper, finding shows that all of the problems should be emphasis by the company to ensure able to attract and influence the potential customers to use the KTT services.

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