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A study on the effectiveness of marketing strategy
implemented by Pesakabumi Industries Sdn. Bhd.

Submitted in partial fulfillment of the
requirements of BBA (Hons) Marketing

Faculty of Business And Management
Universiti Teknologi Mara
Dungun, Terengganu

Najdah Binti Abd Aziz
97281718

October 1999

LETTER OF TRANSMITTAL

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10 October 1999

Puan Bahiyah Binti Ishak
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Dear Madam,

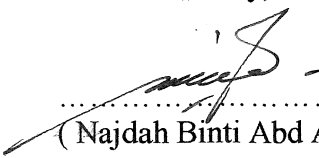
**SUBMISSION OF RESEARCH ON “ A STUDY ON THE
EFFECTIVENESS OF MARKETING STRATEGY IMPLEMENTED BY
PESAKABUMI INDUSTRIES SDN BHD ”.**

Referring to the above matter, I hereby submit my research on “ A Study On The Effectiveness Of Marketing Strategy Implemented By Pesakabumi Industries Sdn Bhd ”. This research is a partial requirement to fulfill Marketing Internship (MKT 650).

2. Therefore, I thank you for all the guidance and support for the completion of this research.

Thank you.

Yours faithfully,


.....
(Najdah Binti Abd Aziz)

97281718

**A Study On The Effectiveness Of Marketing Strategy Implemented
By Pesakabumi Industries Sdn. Bhd.**

ACKNOWLEDGMENT

First and foremost, the researcher would like to thank to Allah S.W.T. for giving her the strength and spirit to complete this project report smoothly.

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Not forgetting to all staffs in Pesakabumi Industries Sdn. Bhd. especially Inche Ibrahim Bin Mohamad, the Executive Chairman on the full cooperation and with sincerely in giving the information and answering the questionnaires.

**A Study On The Effectiveness Of Marketing Strategy Implemented
By Pesakabumi Industries Sdn. Bhd.**

ABSTRACT

Pesakabumi Corporation Sdn. Bhd. is presently operating on a 20-acre factory complex comprising of several office buildings, furniture workshops, truss fabrication plants, disposable gas lighter factory and chemical impregnation chamber for treatment of sawn timber and storage. It is situated at Seberang Marang, Terengganu, about five kilometers north of the proposed Pulau Kerengga Industrial Estate. While Pesakabumi Industries Sdn. Bhd. was involved in timber related industries since 1965. With more than 30 years in the Wood and Furniture Manufacturing Industry, Pesakabumi Industries Sdn. Bhd. had succeeded in gaining a lot of expertise and experience that enabling the company to become a more professional organization in this field. Various tech and technology, both old and new are utilized in the production to ensure that every product churned out fits and meets its specifications.

Initially, the purpose of this research is to evaluate the effectiveness of marketing strategy since it was implemented in Pesakabumi Industries Sdn. Bhd. So the researcher will analyze the way on how marketing strategy can be implemented and also compared it with the others companies in the same field.

Marketing strategy be important things to the company especially when it involved export and import business. It can be as a guideline for the company in dealing with the others. So it must be set properly and completely as it covered

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