

**MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM SELANGOR**

**A STUDY ON MUSULMAN BRAND AWARENESS
AMONG RESIDENTS IN SECTION 8 SHAH ALAM
SELANGOR**

**PREPARED FOR :
PUAN ROSIDAH MUSA**

**PREPARED BY :
AZLIN MOHD KASSIM
96449131**

**BBA (HONS) RETAIL MANAGEMENT
FACULTY OF BUSINESS AND MANAGEMENT**

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EXECUTIVE SUMMARY

MUSULMAN SDN. BHD.(MSB) is a growing Malay retailer introducing Muslim fashion apparels to Muslim women and also for non Muslim women who want to have descent apparels.

As to increase their sales, brand awareness among people is very important. People do not buy the brand name product, if they are not being familiarized or being aware with the brand existence.

The study objectives comprises of determining level of MUSULMAN brand awareness among residents in Section 8 Shah Alam. Secondly the degree of awareness on design and style, price, colour, selection in apparels and fabric or materials of MUSULMAN. Third, to determine which promotional tools are most effective in promoting MUSULMAN to the public.

From the study, it was found that MSB should promote more on its brand because out of 100 respondents, 69 of them are aware with the brand. Therefore to increase more awareness, they should implement an effective promotional tools.

MUSULMAN SDN. BHD. (MSB) is recommended to have proper promotion planning for the private brand. Training should be provided to personnel and sales assistants in order to handle the customer service counter efficiently. MSB also should promote through Home Shopping Network and Internet Service locally and internationally.

Another promotion efforts are in advertising campaign, add merchandise assortments for sports attire and Modern Mum. To make it more interesting, the apparels should be in varieties of colour, display and layout of the boutique must be eye catching. They also must promote more on career woman with income ranges from RM 2001- RM 4000. They are good as MUSULMAN potential customers.

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