

THE MARKET POTENTIAL OF ISUZU RODEO
PICKUP IN MALAYSIAN AUTOMOTIVE INDUSTRY

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This research is done as a practical training in a period of 12 weeks. This practical training is part of the study in Bachelor of Business Administration (Hons) Marketing at the University Teknologi MARA (UiTM). The purpose of this research is to help students to be independent learners and make them responsible for their decisions and to make students discover as much possible and gain knowledge on their own. Beside that the purpose of this training is to test if the student can use the knowledge, acquired at the university, in a real-life situation.

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ABSTRACT

This research describes as a market survey to the crew cab 4x4 pickup Rodeo for ACM. So far ACM does not have a market survey on this latest TF series. Research is based on information that is available within ACM or that can be found through research. The economic down turn forces ACM to focus on every single sale because each sale counts in these days. To obtain these sales, marketing has to put a great effort in achieving its goal and objectives.

This research gives an overview of what marketing department is actually doing and what is the market potential for Rodeo pickup so far. Hopefully, the research findings shall help the department to identify their strengths, weaknesses, opportunities and threats (SWOT) in the current market.

At the end the research gives recommendations and suggestions towards the improvements of Rodeo marketing strategies and action plans.