

THE FALLING GIANT: A STUDY ON THE DROP IN SALES OF THE NEW
STRAITS TIMES (NST) NEWSPAPER

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UiTM, MELAKA**

2007

ACKNOWLEDGEMENT

Thank God for giving me a great happiness, healthy, patience and motivations along the journey to complete my final year project paper (MKT 660). First and foremost to my beloved parents for their support and encouragement from now and ever.

My warmest gratitude goes to Dato' Dr. Prof. Tahir B. Abd. Hamid as my first research advisor for giving me the most beneficial assistance throughout the development of this study and to my second examiner Mrs. Zuhairah Bt. Hasan.

My appreciation goes to all the staffs of The New Straits Times Press (M) Bhd especially Mr. Zainudin Khair (Head Direct Sale), Mr. Rosli MohdYassin (Senior Advertisement Executive) and everyone in the department, who gave me access, co-operation and invaluable insights in relation to the relevant information gathered for the study and also for the practical training stint with the company.

I also wish to thank my friends who were always there when I need them the most. I really treasure your honest opinions and encouragement that have put me through good and bad times. Besides that, my best regards and thanks to everyone who participated in the making of this research proposal whether directly or indirectly. Your involvement helped me greatly.

Thank you.

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ABSTRACT

The main objective to conduct this research is to identify the main reasons for the drop in sales of The New Straits Times newspaper. Factors such as customer promotion, competition, branding, and quality have been identified in order to investigate whether or not these factors have a relationship with readership acceptance.

The problem statement in this research is the drop in sales of New Straits Times newspaper. Thus, number of questions has been asked. Firstly, what is the reason for the drop in sales of the NST newspaper. Secondly, what are the weaknesses (if any) of found in the NST newspaper with regards to the 4 P's. Thirdly, what are the factors influence customer preferences and finally, what are the appropriate solution that can be taken by New Straits Times newspaper to improve their products and services.

The survey is conducted at Kuala Lumpur area. The sample size for this study is 50 customers who are also have experience in reading The New Straits Times newspaper. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that include the statements regarding. Once the necessary data has been collected, the data will be analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 14.0 will be used to summarize the data. The results will be in form of reliability testing, frequency, cross tabulation and correlation.