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**A STUDY ON PREMIUM NUTRITIONS BUSINESS
IN LOWER TRADE IN KOTA KINABALU: CASE OF DIETHELM
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ABSTRACT

The aim of this study is to determine or identify why the premium nutrition products are not widely sold or accepted in lower trades and also to investigate the customers' perception toward the premium nutrition products. There are a lot of factors of these problems such as:

- a. Consumer buying decision
- b. Consumer behaviors
- c. Demand from consumer
- d. DKSH controls
- e. Salesperson and Merchandisers' skill
- f. Level of satisfaction of consumer

This study also conducted to recommend a way to improve the services from DKSH to its consumers by asking the respondents' opinion

In term of DKSH services, they are very professional and effective in doing their tasks and works. However, in order to penetrate their market for example by selling the nutrition products to the lower trades, they faced some problems.

What can be found here is the lower trades have less attractive or effective in selling premium nutrition products to their customers. Meanwhile, in the hypermarket or supermarket the sales of premium nutrition products are more attractive and effective.

So, I'm doing this study to identify and investigate the problems that involved in order suggesting ways to improve the services of DKSH Company.