



BACHELOR OF BUSINESS ADMINISTRATION

**A STUDY ON COMPETITOR ANALYSIS OF  
SYARIKAT PERNIAGAAN PERABOT NURI SDN BHD  
TEBOBON, SABAH**

UNIVERSITI TEKNOLOGI MARA SABAH

"DECLARATION OF ORIGINAL WORK"

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I hereby declare that:

This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

This project is submitted in partial fulfillment of the requirement for the Bachelor of Business Administration (Hons) Marketing, except where otherwise stated.

All verbatim extracts from any publication, marks and sources of any information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 24 OCTOBER 2008

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## ABSTRACT

This research will be conducted to study on competitor analysis of Syarikat Perniagaan Perabot Nuri Sdn Bhd (SPPN) Tebobon , Sabah.

I have chosen this topic due to interest in knowing what customers have to say about the overall services , pricing , marketing strategies and product quality provided by Syarikat Perniagaan Perabot Nuri Sdn Bhd (SPPN). The data will be collected by interviewing the employee using questionnaire. Observation also will be conducted during the study and the problem will be identified immediately. Besides that, the relationships between dependent an independent variables also will be discuss in more detail in this research. Where the dependent variables is differential advantage and independent variables are ability to produce, ability to manage and ability to market. From the data collection, the company will discover their weaknesses and can improve the marketing strategies while make a right decision. Software called Statistic Package for Social Science (SPSS) will be used to analyze data from the questionnaire. In overall , the research is general in nature which can be quite subjective as it will just cover the surface or basic attributes identified through the theoretical framework. It was through the findings of the research , either directly or from cross-tabulation that , researcher my progress deeper in a specific area if he may wish or allowed to continue researching further.