



**A STUDY ON THE VISITORS SATISFACTION
TOWARDS JESSELTON POINT FERRY TERMINAL IN
KOTA KINABALU SABAH**

**ROSNANI HJ KADIS
2006860184**

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH**

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Truly,

ROSNANI HJ KADIS

Bachelor of Business Administration (Marketing)

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1.0 INTRODUCTION

1.1 Company Profile

Suria Bumiria Sdn Bhd is one of the subsidiaries of Suria Capital Holdings Berhad. The main income of Suria Bumiria Company coming from their operation at Jesselton Point which well known as ferry and boat terminal. Suria Bumiria Sdn Bhd developed and managed Jesselton Point from Sabah Ports about 2 years ago. It has gone a tremendous transformation process. Since then, it has been fully operational with all it services and facilities operating on a high scale basis. For 2007, total accumulated revenue of RM2.5 million is targeted from the Jesselton Point which is more than double the amount of RM1.1 million in the previous year. Jesselton Point is in fact like a 'window' to the larger development project namely the Jesselton Waterfront (JW)

i. Corporate structure

