



**A STUDY ON THE EFFECTIVENESS LEVEL OF MARKETING STRATEGIES CONDUCTING BY BUMI PROGRESIF SDN BHD**

UNIVERSITI TEKNOLOGI MARA

KOTA KINABALU

"DECLARATION OF ORIGINAL WORK"

**NURHASNA BINTI MUL DAN**  
**2006131557**

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.

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

Signature: 

**OCTOBER 2008**



Syukur Alhamdulillah...after five months struggling doing my industrial training, finally I have completed it successfully. I admit that this research paper is the most challenging stage in completing the BBA (Hons) Marketing course. This research also can not be completed without the assistance from others. I would like to express my gratitude thanks to the person who involved directly or indirectly throughout the completion of this research.

First and foremost, Syukur Alhamdullilah to Allah SWT for his consent by giving me physically and mentally strength to get me through the stage in completing this research. I would like to express my deepest appreciation to my advisor Ms. Cynthia Annamaria Robert Dawayan, a full time lecturer of University Technology MARA, Sabah Branch, for her guidance and spending her precious time and efforts other than understanding to guide me to complete this research from the very beginning until the completion of this research ...thank you for your guidance, comments and advises

Secondly, I would like to give special appreciation to Mr Jack Lo Vui Heung, Managing Director of Bumi Progresif who has granted permission for me to do my industrial training at the BPSB and conducting this research. Special thanks also to all the staffs of BPSB for their kindness and cooperation while I was there. I was treated as part of their family. I really appreciate that and will not forget all the valuable experience that I get. Moreover, I would also like to thank all the customers of BPSB for their cooperation and their support to complete this research.

## **TABLE OF CONTENTS**

## **PAGE**

Acknowledgement	iv
List of Table	vi
List of Figures	vii
List of Abbreviations	viii
List of Definition of Terms	ix
Abstract	x

## **CHAPTER :**

### **1 INTRODUCTION**

1.1 Company Profile	1
1.2 Background of Study	4
1.3 Problem Statement	5
1.4 Objectives of Study	6
1.5 Research Question	7
1.6 Limitations of Study	8
1.7 Scope of Study	9
1.8 Significance of Study	10
1.9 Definition of Terms	11

### **2 LITERATURE REVIEW**

2.1 Marketing	13
2.2 Marketing Strategies	13
2.3 Effectiveness	17

2.4	Pop-ups, pop-unders, banners and buttons:	18
	The ethics of online advertising to primary school children	
2.5	Measuring and Managing Customer Value	19
2.6	Marketing Strategy, contextual factors and performance:	20
	An investigation of their relationship	
2.7	Web 2.0: Conceptual foundations and marketing issues	21
<b>3</b>	<b>RESEARCH METHODOLOGY</b>	
3.1	Theoretical Framework	23
3.2	Data Collection Method	25
3.3	Research Design	27
3.4	Data Analysis Technique	29
<b>4</b>	<b>FINDINGS AND ANALYSIS</b>	
4.1	Descriptive Analysis	30
<b>5</b>	<b>CONCLUSION AND RECOMMENDATION</b>	
5.1	Conclusion	47
5.2	Recommendations	48
	<b>BIBLIOGRAPHY</b>	51
	<b>APPENDICES</b>	52
	Appendix 1: Questionnaire	
	Appendix 2: SPSS Output	

## ABSTRACT

### 1.1 COMPANY PROFILE

This study entitled A Study on The Effectiveness Level of Marketing Strategies Conducting by Bumi Progresif Sdn Bhd. The aim of this research study attempts to measure the effectiveness level of marketing strategy that pursued by BPSB, to study about customer awareness of BPSB product and services through marketing strategies conducting by them and to identify which marketing strategies are most effective .

This study contains information on the brief history of the company, its organizational structure, and company objectives. This research is based on a survey using a set of questionnaire of 16 questions. The simple random sampling techniques was used in this research whereby a total of 80 respondents who is BPSB's customers are selected and the researcher only focused mainly in Kota Kinabalu area. Both primary and secondary data was used in this research whereby most of the information obtained from interview, questionnaire, books, journals, internet and internal data from the company itself such as customer database. The data collected was analyzed and measured using the Statistical Package for Social Sciences (SPSS). From the findings, researcher can concluded that the marketing strategies conducting by Bumi Progresif Sdn Bhd are effective.