



**A STUDY ON THE EFFECTIVENESS OF MARKETING  
STRATEGIES IN OSCAJAYA**

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## ABSTRACT

This research paper is a part of fulfilling the syllabus requirement for MKT 662 in order for a final year student of Bachelor of Business Administration (Hons) Marketing to obtain a degree. The research is mainly about "A STUDY ON THE EFFECTIVENESS OF MARKETING STRATEGIES IN OSCAJAYA. It consists of Introduction, Literature Review, Research Methodology, Finding & Analysis, Conclusion & Recommendations and Bibliography.

The objectives of this research is to evaluate the effectiveness of Marketing strategies at Osoajaya in Kota Kinabalu, Sabah and to measure customer satisfaction on when claiming their insurance.

The sampling technique used in this research is non-probability sampling which also known as "Convenience Sampling". The 120 respondents that will be focus comprises of Borneo Samudera consumers, SESB, Mortune Club, SLDB, and around Karamunsing area which included race, gender, and age. Data gathered from fieldworks will be analyzed using 'Statistical Package of Social Science' (SPSS).