A STUDY ON THE EFFECTIVENESS OF THE TM SME BIZ NET SEMINAR TO SME IN KOTA KINABALU

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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 studying EFFECTIVENESS OF THE TM SME BIZ NET TO THE SME IN KOTA KINABALU, SABAH. It has 5 parts that consists of Introduction, Literature Review, Research Methodology, Findings & Analysis and Conclusion & Recommendation.

The objectives of this research is to study the effectiveness of the TM SME Biz Net towards SME in Kota Kinabalu.The sampling technique used in this research is non-probability sampling which also known as convenience sampling. The 150 respondents that will be focus comprises of Telekom Malaysia Berhad consumers that attend the program.

The effectiveness level of the TM SME Biz Net seminar is affected by several variables. The study aimed to determine the SME expectation and their opinion in attending the TM SME Biz Net seminar. By processing the data that had been collected we can determine the effectiveness level of the seminar. The paper concludes with suggestions for future research and managerial implications.

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