



**ROLE OF MARKETING IN PROPERTY CONSULTATION ORGANIZATION:
A CASE STUDY OF HF SERVICE AND MANAGEMENT**

NOR SYAZILA BINTI A.HAM SURI

2014487034

BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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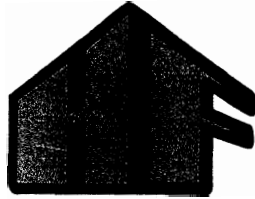
ABSTRACT

The purpose of this paper is to analyze the role of marketing in property consultation service organization. Case studies derived from HF Service & Management. Data were drawn from observation, interview and also supported by certificate and clinical proven. The study has proven that a good marketing can make the community aware with their existing in order to settle down their property management. Other than that, they can establish a good company rather than increase their profit in the future. This study will give guideline to assist the company in enhance their business sustainability and also identify their strengths and weaknesses in improving their sales in general.

Keyword: Role of marketing, property management

CHAPTER 1: INTRODUCTION

1.1 Company background



SERVICE & MANAGEMENT

HF Service & Management is a company that located in Batu Pahat, Johar which is operates as the consultant to any individual that wants to manage their property. It is founded by Encik Fauzzan Helmy bin Anuar and his partner, Madam Nurul Fauziana binti Ramlan. Previously, both of them were the employees in Inspirasi Properties which is operated also in Batu Pahat. Then, they build up their own company and until now, they had operated in two years since it was established on 25th November in 2015. The company had se-ven staff only but recently, they are finding the new employees since they have many cases to handle. Before this, they only hire a few employees because they want to make their financial become stable and also cut the cost to enable them become stable in this business. Even though they are the small company and only operate in two years, they offered many service regarding the management of the property such as property transfer, estate management, subdivision of lot land, variable process conditions and the status of the land, advisory and consultancy of property management, make a will, proprietary application change or loss of property and easing restrictions application.