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**A STUDY ON
PRIVATE SECTOR'S PERCEPTIONS TOWARD CENTRE FOR MODERN
MANAGEMENT (CMM) AND ITS TRAINING PROGRAMS**

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ABSTRACT

Product positioning involves tailoring an entire marketing program—including product attributes, image, and price, as well as packaging, distribution, and service—to best meet the needs of consumers within a particular market segment. The key to product positioning is understanding the dimensions consumers use to evaluate competing marketing programs and make purchase decisions.

In this project paper, we are studying the private sector's perceptions towards CMM and using the Reader Digest Trusted Brand Survey, the six core qualities is used to determine the level of preferences that HR Managers have in each attributes. The finding of the survey shows that CMM's image as a professional training provider is recognized by the private sectors and can be trusted to deliver training programs for them.

The findings also show that CMM have very close competition with its existing competitor and the most important factor that HR Managers consider as important when selecting training provider is the relevancy and quality of training programs for their organization.

The finding also indicate that most HR Managers would attend or nominate their staff for training and this shows that CMM has good potential to penetrate the private sector's market.

1.0 INTRODUCTION

1.1 Background of Study

Making profit is of paramount importance to any business, a goal that can be achieved in two ways: by selling more or creating a product that would attract more buyers. The later could only be possible when the product is better than the existing ones. Today's companies and their management are judged on the basis of their image in comparison to their competitors.

It is here that the concept of product positioning shows its importance. Product concept is a concept which is used to motivate customers to select a given product. An effective product positioning will cut the time taken to explain the basic things to customers and increase the possibilities of converting a prospect to a customer.

Product position refers to what the consumer thinks of your product (e.g. lowest price, best service, innovativeness, quality etc.) when they are making a purchase decision. It is essential for a firm to ensure that its brands have a clear position in the market. This means that its target market know exactly what the product represents, in terms of qualities, attributes but above all – they know exactly which consumer group is being targeted. Brands may fail or under perform if they are suffering from a blurring of position. This means that consumers are not too sure what the brand represents or to whom it is being targeted at. Thus the brand may be struggling to generate a clear identity in the market relative to others. (Hooley & Saunders, 1993)

In the context of this study, Centre for Modern Management need to make itself known especially to the private sectors that they are professional training provider capable of delivering quality programs for both the public and private sector. Thus, the main focus of this paper is to see whether the private sector's perceptions are positive or

2.0 LITERATURE REVIEW

Future business depends on reputation, which is created by both satisfied and dissatisfied customers talking to friends and colleagues; and we know that we tell our bad experience to more than twice the number of people we tell our good experiences to. Dissatisfied customers can, therefore, do immeasurable damage to a business (Walker, 1990).

Positioning now has a central role within modern marketing, providing a bridge between the company and its target customers, describing to customers how the company differs from the current or potential competitors. Positioning therefore becomes the actual designing of the company's image so that the target customers understand and appreciate what the company stands for in relation to its competitors (Kotler, 1991).

In marketing, positioning has come to mean the process by which marketers try to create an image or identity in the minds of their target market for its product, brand, or organization. It is the 'relative competitive comparison' their product occupies in a given market as perceived by the target market. CMM's position is how the consumers place CMM and its training programs in their minds as compared to competitors' products. It is a perception whether CMM can be considered as a professional training provider or whether the training programs offered are quality and value for money. If the perceptions are positive, it is a sign that CMM has the potential to provide training to the private sectors and work together with them on their staff development.