



**THE EFFECTIVENESS OF MARKET PENETRATION
STRATEGY ADOPTED BY BORNEO NATURAL
PRODUCTS SDN. BHD.**

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ABSTRACT

This study was conducted to evaluate the effectiveness of market penetration strategies adopted by BNP, it also to identify the level of customer awareness towards BNP product, besides that, this research also done to recommend effective marketing strategy that can be implemented by BNP.

Prior to writing this paper, a survey was conducted by observation on competitors brand and the price of their cordial product .Besides, a survey was conducted by interview with the BNP Marketing Manager to gather information on marketing strategy that they are using, company sales volume and other information regarding this product. Apart from that, questionnaires were distributed to the public.

The finding was made based on the data which had been gathered through primary and secondary data. The target population in this study is those people in Kota Kinabalu areas which consist of Kota Kinabalu city, Beverly Hills Penampang, Tuaran and public area. The sample size is consists of 150 respondents but the researcher only get 142 feedback from the respondents. The sampling technique used in this study is convenience sampling. In analyzing the data, frequency distribution, percentage and cross tabulation were used.

The main issues in this research is to find out either the customer satisfied with market penetration strategy adopted by BNP Sdn. Bhd or not and at the same time to get feedback from customer an actual fulfill needs and wants.