



A STUDY ON INDOCAFE MARKET PROFILE IN
KOTA KINABALU, SABAH

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ABSTRACT

The study on Indocafé market profile in Kota kinabalu, Sabah was conducted with the purposes to determine the demographic profile of Indocafé consumers and some of the psychograph factors among the Indocafé consumers. Beside that, it also to evaluate customers' satisfaction with the range of Indocafé product, to identify the difficulties customers faced when buying the Indocafé products and to get suggestions or recommendations from the customers to improve Indocafé products. In general, the purpose of the study is to better understand the profile of the consumers whom aware with this Indocafé product.

CHAPTER 1:

Through the study, it showed that majority of the respondents are aware with the products. There are little difficulties for the consumers when they buy the products except that there are few shops that do not sell these products. Due to this problem, the DKSH should enter this market so that it will be easier for the consumers to get the products. Beside that, the consumers are more likely to get information about the products from sales promotion, advertisement in electronic media and in newspaper. Therefore, to get the attention of the consumers, the company should do more aggressively marketing activities and promotion.