

THE AWARENESS, PERCEPTION AND ACCEPTANCE
OF PLATED GOLD JEWELLERIES
AMONG WOMEN POPULATION IN KUANTAN

IN PARTIAL FULFILLMENT OF REQUIREMENT FOR
BACHELOR OF BUSINESS ADMINISTRATION (HONS)
RETAIL MANAGEMENT

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ACKNOWLEDGEMENT

Alhamdulillah , praise to Allah S.W.T. for all the energy and perseverance given to me for this undertaking. This research proposal is done to meet the requirements of the BBA (Hons) Retail Management course.

My heartfelt thanks to my advisor Puan Rosidah Musa For her encouragement and guidance. To all my friends and colleagues who had encouraged and supported me to complete my project paper, I thank you very much.

As a student from MARA Institute of Technology I am required to complete a project paper regarding Retail Management. In order to complete my thesis, I have selected the Zhulian Marketing (M) Sdn. Bhd. as my case study.

The title of my survey is " The Awareness, Perception and Acceptance of Plated Gold Jewelleris Among Women Population in Kuantan. I would be very honoured if I could assist the management of Zhulian by providing suggestions on how to increase customers' awareness, good perception and also acceptance the product. Information have been collected to

EXECUTIVE SUMMARY

Retailing in Malaysia has been growing tremendously over the last few years. The competition among retailers are getting more fierce. This is the time for careful operations and retailers to find it is more important than ever to develop new and clear directions to maintain their market share. Competitive pricing, merchandise assortment, store appearance and excellent customer service are just some areas retailers have to seriously consider. Nowadays, retailers need to stay close to the customers to understand their perceptions and expectations.

It is a miracle to Zhulian Marketing (M) Sdn. Bhd. to be excellent in producing and distributing plated gold jewellery but the miracle has come true only in nine years, started from 1989 . As the competition becomes greater and stiffer this days , having a strategic planning is an advantage for the company. Competitive edge is very important to encounter the competition among other plated gold jewellery company. As the research was entitled " The Awareness, Perception and Acceptance of Plated Gold Jewellery Among Women Population in Kuantan " , therefore the study will emphasize more on the customers points of view

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Retail industry in Malaysia started to develop in the late 80's. It is because the economic of Malaysia's started to blow. In the early 90's, many retail businesses start to boom like mushrooms. As a retailer, they do just not only sell products or service to the final users but also study the behavior aspects of them.

To know how their behavior on certain products, an organization had been chosen to study their behavior aspects. The organization is Zhulian Marketing (M) Sdn Bhd. Zhulian Marketing (M) Sdn Bhd which was first established in 1989 at Air Hitam Pulau Pinang, which then the focus of the plated gold costume jewelleryes.

It was large due to the vision and business philosophy of Mr.Teoh Beng Seng that enabled the company to grow and spread its influence throughout the various state of Malaysia.