



UNIVERSITI TEKNOLOGI MARA

MARKETING PLAN  
TWINKLE LIGHTING SDN BHD

DIPLOMA IN ACCOUNTANCY

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SUBMISSION DATE: 21 MARCH 2014

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## 1.1 Executive Summary

Twinkle Lighting Sdn Bhd are form to offers a wide range of well-designed light products at prices so low that as many people as possible will be able to afford them. We are offers the shopping product, product items, product line and mix of lamp or lighting. Our company's mission is our product will become the first choice in Sabah and to develop creative lighting products which provide better light, visual comfort and unique experiences to users. With this mission, we come with a goal that will be strives to be good supply of high quality of lighting whilst being affordable for everyone.

Twinkle Lighting Sdn Bhd applying the selling concept in our business by doing advertisement to approach and attract our customer. By this product, we are focus into geographic segmentation and demographic segmentation only.

In addition, twinkle lighting will be led by our marketing manager Ms. Elvy Brenda Tabari with assistant marketing manager, executive manager and marketing officer. Twinkle Lighting's headquarter at Lot No.141, Block O, Lorong Plaza Permai 1, Alamesra, Jalan Sulaman-Coastal Highway.

## 1.2 Business Background & Company's Description

Our company that is Twinkle Lighting Sendirian Berhad offers a wide range of well-designed light products at prices so low that as many people as possible will be able to afford them.

Affordability and convenience of products is idea at the heart of everything our company does, from product development and purchases to how we sell our products around Malaysia by electronical means such as online selling.

Our company is a partnership associated with 5 shareholders.

We chose to sell online because it enables our company to showcase our products, provide up-to-date information, specifications and applications, as well as selling products all in one place. Moreover, the information we provide on the Internet, as well as product offerings, can be changed or be updated instantly. Furthermore, the Web is good for our business on both ends of an exchange because of the convenience and speed as products can be sold or ordered 24 hours a day, seven days a week, and 365 days a year without the need of leaving your home.

Lastly, the Internet is faster than traditional selling methods, which takes longer to complete than Web-based transactions and online ordering helps us to eliminate errors and make order processing more efficient.

## **2.0 Consumer Decision Making**

The types of consumer buying decision and consumer involvement based on our product (lighting) is Limited Decision Making. Five factors influencing decision making are level of consumer involvement, length of time to make decision, costs of goods or service, degree of information search and number of alternatives considered. Limited Decision Making has low levels of involvement, low to moderate cost goods, short to moderate time to decide, moderate effort to search for info, and need to evaluation of a few alternative brands.

When customers engage in purchases that required limited decision making, they may seek advice or a suggestion from friends, family or community. For example, if newly couple want to build their own home, they will need lamp decoration, so they might need advice from their friend, family or community to find out which lamp shop that is best for them. As they shops for a suit lamp they may also ask for suggestions on which shop to go and which brand of lamp is good quality. The consumer may research a few opinions, but their research is not as through, or as time consuming, as with a higher priced item.

Examples of product of limited decision making are clothes, VCD player, hand phones and toothpaste.