

**“ AN ANALYSIS OF THE CUSTOMERS’ RESPONSE
AND DEMAND TOWARD SEMI-DETACHED HOUSES
OF TH-NSTC SDN BHD IN LBJ AREA ”**

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OCTOBER 2001

ACKNOWLEDGEMENT

Alhamdulillah, all thanks and praise are due to Allah, the Creator, the Most Gracious, the Most Merciful and peace and blessing of Allah be upon his beloved Muhammad, Seal of the Prophets and upon his family, companies and followers forever, for giving me the strength toward completing this Marketing Internship paper as requirement to obtain Bachelor in Business Administration (Hons) (Marketing).

First and foremost, I wish to express my deepest and sincere appreciation and gratitude to my project paper advisor, Tuan Haji Ahmad Bin Wahid. I felt myself in difficult task to complete this project paper was fortunate and benefited greatly from his help, patience, guidelines and invaluable suggestions and comments of entire study. Throughout the project, he provided me his professionalism and constructive views of which without his assistance, this work would not finished on schedule.

The preparation of this project paper also would not been completed without the assistance, support and information provided by the personnel of TH-NSTC Sdn Bhd. My appreciation and gratitude is due to the opportunities of practical training and to have an experience of working environment of TH-NSTC Sdn Bhd. Especially I would like to express my heartiest appreciation to En. Hamzah Bin Osman, Company's Marketing Senior Manager, who has given me his support and encouragement to complete this research work.

In addition, I would like to express special thanks to the staff of TH-NSTC Sdn Bhd, who have given a friendship and courage to undergo the practical training as in completing this project paper.

Most of all to my beloved parents, Encik [redacted] and Puan [redacted] and also to all my family, I appreciate their moral support in completing my study.

Last but not least, to all my housemate, Azmi, Zuwardi, Amir, Ariffin, Faisal, Affendi, Faizul, Mat Sah, Hasnul, and not forget for some others, I would like to express my special thanks for all your helped and guidance.

May Allah Bless You All.

ABSTRACT

This study was conducted to analyze the customers' response and demand toward semi-detached house of TH-NSTC Sdn Bhd in LBJ Area. The objectives of the study were identifying the various forms and major factors affecting the slow demand of semi-detached houses in LB Johnson area, making recommendation to the management concerning marketing strategies and finding ways to accelerate and stimulate demand on semi-detached house purposely in LB Johnson area. The researcher has found the some major problems. There were the global economic slow down, declining in the customer's purchasing power and the higher price of semi-detached houses offered by TH-NSTC Sdn Bhd had contributed to the slow demand of the semi-detached houses. Through the finding, the researcher found that most respondents said that the promotion effort done by the company did not much influence their purchase intents. Economic down turn also was the one of the most factor contribute to the slow demand of semi-detached house. Both of the factors were analyzed through the frequency and the cross-tabulation approach. As for the conclusion, the house price, location and respondent's income level were identified as non-affected factors toward semi-detached houses. Therefore, the researcher recommended the company to use the pricing strategy as well as value-based pricing, cost value pricing and competition-based pricing. The researcher also recommended company to use the going-rate pricing strategy and sealed-bid pricing strategy. Lastly, the company would also use the effective medium of advertisement like television, radio, magazine, newspaper, and other recognized tools of broadcasting.

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