

FACULTY OF BUSINESS AND MANAGEMENT  
MARA INSTITUTE OF TECHNOLOGY  
SHAH ALAM

A STUDY ON PREFERENCES TOWARDS PATRIOT BRAND THROUGH  
OUTDOOR SALES (ODS) ACTIVITIES

SUBMITTED TO:  
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BBA (HONS) RETAIL MANAGEMENT

**LETTER OF TRANSMITTAL**

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Puan Norizan Mohamad  
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Dear Madam,

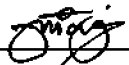
**Submission of Project Paper**

Enclosed herewith is a report of project paper entitle “ *A Study on Customer Preference Towards Patriot Brand Through Out door Sales (ODS) Activities*”.

It is very much hope this report accomplished the requirement and expectation of the school and desired objective of the courses undertaken.

Thank you.

Yours sincerely,

  
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JUSNITA SUZLIN BT. JUSOH

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## EXECUTIVE SUMMARY

In today's highly competitive retail industry, private brand products are becoming more and more important. As department stores and specialty outlets rely less on manufacturer brands and more on promoting their own private brands. Private brands give the retailer greater control over the merchandise, more flexibility in dealing with changing trends and more control over prices.

This study is undertaken to identify the most preference items for Patriot to the customers, to determine the factors that influence the customers when buying the Patriot brand and to identify other electrical items that are suggested by the customers for Patriot brand.

One of the strategies that usually done by the retail outlets in order to generate sale is having sale like Blockbuster Sale for Metrojaya, The Grand Sale for Parkson and so as with PERNAMA. PERNAMA also has its sales namely Outdoor Sales (ODS) Activity.

This study was done at one of the outdoor sale (ODS) activities, which was held at Sg. Besi Camp starting from 24<sup>th</sup> August to 29<sup>th</sup> August 1999. The methods used in obtaining data for this study includes distribute questionnaires, observation and personnel interview.

The findings indicate that the most preference items are blenders, the factors that influence the customers purchase is its price and other electrical products suggested is VCD player and other products that can be labelled under Patriot brand is personal care.

Based on conclusion, some actions are recommended to PERNAMA to improve Patriot brand. PERNAMA is recommended to improves its product quality, improves its product assortment, improves its product arrangements in order to attract more customers. Besides that PERNAMA also recommended to give more attention to advertise more about its product so that customers will get the right information about Patriot.

## **TABLE OF CONTENTS**

Acknowledgement	i
Executive Summary	ii
Table of Content	iv

### **CHAPTER 1: INTRODUCTION**

1.0	Introduction	1
1.1	Background of the Company	4
1.2	Patriot Development	10
1.3	Outdoor Sales (ODS) Activity	13
1.4	Background of the Study	18
1.5	Objectives of the Study	20
1.6	Scope of the Study	20
1.7	Problem Statement	21
1.8	Limitations	22

### **CHAPTER 2: RESEARCH MEETHODOLOGY**

2.1	Secondary Data	23
2.2	Primary Data	24
2.3	Sampling Method	26
2.4	Hypothesis	28