



**STREAMYX PRODUCT: RELATIONSHIP BETWEEN MARKETING MIX
STRATEGY WITH SALES IMPROVEMENT AT BUSINESS SALES**

TM MELAKA

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MARCH 2008

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2008




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“DECLARATION OF ORIGINAL WORK”

I, Mohd Akmal Bin Zubir, (I/C Number: 841012-01-5135)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 2/5/08

LETTER OF SUBMISSION

2nd May 2008

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
University Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75450 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the paper titled "STREAMYX PRODUCT: RELATIONSHIP BETWEEN MARKETING MIX STRATEGY WITH SALES IMPROVEMENT AT BUSINESS SALES TM MELAKA" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely,



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ABSTRACT

This research is about Department Business Sales TM Melaka. The purpose of this research is to figure out what are the factors relationships between marketing mix strategy with sales improvement. Streamyx product is the main factor of this study. Streamyx is a broadband access service which provides 'always on' connections to the Internet with bandwidth speeds from 384Kbps up to 2Mbps. With high-speed connectivity/bandwidth, the service is ideal to support most broadband applications such as web hosting, video streaming, e-commerce, distance learning and others. Business Sales main function is to market the products and services of Telekom Malaysia. Streamyx product that Business Sales provided has problem with their sales improvement since the competitors such as Celcom, Maxis and DiGi was establish in Melaka. Business Sales should compete and try to attract customers to buy streamyx product. The price for streamyx product in Business Sales is higher rather than the competitors' price. So that, it is difficult to BS to create their business opportunity cause by the price offered. Obviously ineffective promotion is one of the problems that Business Sales TM Melaka faces nowadays. Promotion activities about this streamyx product can contribute to the perception customers toward TM Melaka. Thus, Business Sales should think the best strategies and the best ways in order to solve all these problems. In that way, they can improve their sales improvement.