



**MARKETING CAPABILITIES OF FASHION AND APPAREL RETAILING
AMONG SMALL MEDIUM ENTERPRISES IN BANGI**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JANUARY 2018

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Submitted in Partial Fulfilment Of the Requirement for the
Bachelor of Business Administration with Honours (Marketing)

FACULTY OF BUSINESS MANAGEMENT

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BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”

I, NURUL SYAZANA BINTI MOHD RAZI, (I/C Number: 950311-05-5252)

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 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: 9 January 2018

LETTER OF SUBMISSION

January 2018

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA, Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**MARKETING
CAPABILITIES OF FASHION AND APPAREL RETAILING
AMONG SMALL MEDIUM ENTERPRISES IN BANGI**” to
fulfil the requirement as needed by the Faculty of Business
Management, Universiti Teknologi MARA.

Thank you,

Your sincerely

NURUL SYAZANA BINTI MOHD RAZI

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
MARKETING

ABSTRACT

Intense competition on short product life cycles in fashion retailing present a number of marketing challenges for retail firms. In order to survive in this industry it is vital for participants to develop and leverage marketing capabilities. Marketing capabilities used by many firms to maintain firm performances. The main study of this research is to investigate the marketing capabilities among SME fashion and apparel retailer in Bangi. Firm performance being a dependent variables in this research and measured by four independent variables which is customer service, store image differentiation, promotional capability and ICT adoption. A review of literature was conducted to find out the firm performance on fashion and apparel retailer . The literature review showed the relationship. This research is based on 67 respondents which collected in Bangi. Sampling method used in this study is convenience sampling. The data was analyzed using correlation coefficient and regression by using SPSS software. The findings showed that are positive relationship between these marketing capabilities and firm performance. However, the result showed that customer service, store image differentiation and promotional capability has significant impact on firm performance.