



**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF BUSINESS AND ADMINISTRATION**

**MARKETING STRATEGIES IN SMALL FIRMS:  
HOW FAR DO SMALL MEDIUM INDUSTRIES UNDERSTAND THE  
MARKETING CONCEPT?**

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**MARCH 2004**

## **LETTER OF SUBMISSION**

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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titled study **MARKETING STRATEGIES IN SMALL FIRMS: How Far Do Small Medium Industries Understand the Marketing Concept? *(An Exploratory Study on the Small Manufacturing Firms in Melaka and Selangor)*** to fulfil the requirement needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

In recent years, the growth of small firms and their importance to the nation's economies has been accompanied by a significant increase in interest in the nature of marketing practices. The mass consumer markets have become fragmented and call for flexible and adaptable marketing approaches (Baker 1995) especially to the smaller organisations (Carson et al 1995).

Marketing is very much situation-specific in that it is dependent on several factors. Sophisticated marketing theories frequently have little meaning for the small business owners (Kotler, et al., 1997).

Many research have been carried out in the Western countries, but there is a lack of empirical studies of small firms marketing in the Asian countries, particularly in Malaysia. Therefore this study will examine the applicability and adoption of marketing in small firms as evidenced in the small manufacturer's firms in Malaysia.

Since it is so important to know the understanding of marketing concept by small manufacturer's firm, this study will help to understand the success of marketing practices in these firms.