



**CUSTOMER ACCEPTANCE TOWARDS
THE MARKETING MIX AT LAZARIA SHOP
AYER KEROH FLY-OVER RESTAURANT MELAKA**

**SHAHIELA AKMA BINTI ABDUL AZIS
2003478180**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
ALOR GAJAH**

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

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ALOR GAJAH**

“DECLARATION OF ORIGINAL WORK”

I, SHAHIELA AKMA BINTI ABDUL AZIS, (I/C Number: 820510-10-5528)

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: 4 APRIL 2005

LETTER OF SUBMISSION

4 April 2005

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
MELAKA

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMER ACCEPTANCE TOWARDS THE MARKETING MIX AT LAZARIA SHOP AYER KEROH FLY-OVER MELAKA" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA

Thank you

Yours sincerely



SHAHIELA AKMA BINTI ABDUL AZIS
2003478180
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

In today's market competition, retailers have to evaluate the performance in order to compete with the competitors. Therefore, researcher has made a discussion with supervisor to come out with several factors that influence the customer acceptance towards Lazaria Shop. The important factors are the four elements in the marketing mix: product, price, place and promotion. The main purpose of this study is to get as much possible information in order to help the organization to plan better for the success in the future and also enhance customers' satisfaction.

Since the company will target more sales and profit in the future, all the information are important to be recognized in order to increase the performance and to face intense competition from the competitors. Lazaria Shop also has to identify the weaknesses from the existing business and try to make improvement in future to attract more customers visit the shop and not to make the same mistakes as before.