

**MARKETING MIX STRATEGY OF INTERCITY
TRAIN SERVICE TOWARDS THE ENHANCEMENT
OF CORPORATE IMAGE OF KTM BERHAD AT
KUALA LUMPUR CENTRAL STATION**

HANA AZLEEN AMIRUDDIN

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

**FACULTY OF BUSINESS MANAGEMENT
UITM MELAKA**

2007

DECLARATION OF ORIGINAL WORK



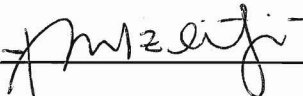
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING UNIVERSITI TEKNOLOGI MARA MELAKA

DECLARATION OF ORIGINAL WORK

I, Hana Azleen Amiruddin, (I/C Number: 851207-14-5350)

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: 15 May 2007

LETTER OF SUBMISSION

Date: 15 May 2007

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

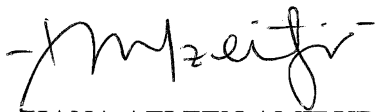
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "MARKETING MIX STRATEGY OF INTERCITY TRAIN SERVICE TOWARDS THE ENHANCEMENT OF CORPORATE IMAGE OF KTM BERHAD AT KUALA LUMPUR CENTRAL STATION" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



HANA AZLEEN AMIRUDDIN

2004610247

Bachelor of Business Administration (Hons) Marketing.

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
CHAPTERS	
1 INTRODUCTION	1
1.1 Background of Study	2
1.2 Problem Statement	5
1.3 Research Question	7
1.4 Research Objectives	8
1.5 Theoretical Framework	9
1.6 Significant of Study	10
1.6.1 Company	10
1.6.2 Passengers	10
1.6.3 Researcher	11
1.7 Scope of Study	11
1.8 Limitations	12
1.8.1 Time Constraints	12
1.8.2 Inexperience	13
1.8.3 Lack of Cooperation from the Respondents	13
1.8.4 Financial	13
1.9 Definitions of Terms	14
1.9.1 Corporate Image	14
1.9.2 Intercity Train Services	14
1.9.3 Service	14
1.9.4 Marketing Mix	14
1.9.5 Image	14
1.9.6 Target Market	14
2 LITERATURE REVIEW	15
2.1 Rail Services	16
2.2 Marketing Mix	17
2.2.1 Product/Services	18
2.2.2 Price	18
2.2.3 Place/Distribution	19
2.2.4 Promotions	20
2.3 Corporate Image	20

ABSTRACT

KTM Berhad operates several intercity train services under the brand name KTM Antarabandar (KTM Intercity). Most of the services operate from Kuala Lumpur Sentral station in Kuala Lumpur. However, there are several train services which operate solely along the East Coast line between Tumpat and Gemas and then followed on to Singapore. Obviously ineffective promotion is one of the problem that KTMB face nowadays eventhough their price of tickets are affordable and the service is quiet good, they should improve the way they promote their product and services in order to attract more customers to travel with train. The objective of this research is to figure out what are the factors of Marketing Mix that influence to the enhancement of the KTMB corporate image in respect of intercity services. Furthermore, the survey which is respondent has been choose conveniently at KL Central will fulfilled the questionnaire that researcher will distribute later. Perhaps, this research will give KTMB some view from respondent that contribute to the improvement of KTMB intercity train services in the future. From the findings, this research has proved that promotional activities of KTMB Intercity services is the factor that need to improve more and product and services of KTMB Intercity itself has influence the passenger to use the service and also as a factor that enhance KTMB Intercity corporate image.