

**THE IMPACT OF NICHE MARKETING STRATEGIES
ON MARKETING PERFORMANCE**

MUHD NAIM BIN RAZALI

2006819428

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

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

APRIL 2008

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Muhd Naim Bin Razali, I/C Number 840608-08-5201

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 for 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: _____

LETTER OF SUBMISSION

28th April 2008

The Head of Program
Bachelor of Business Administration (Hons.) Marketing
Faculty of Business Management
UiTM Bandaraya Melaka,
Off Jalan Hang Tuah,
75300 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE IMPACT OF NICHE MARKETING STRATEGIES ON MARKETING PERFORMANCE" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank You

Yours Sincerely

MUHD NAIM BIN RAZALI
2006819428
Bachelor of Business Administration (Hons.) Marketing

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Abstract

The purpose of this research is to know impact of niche marketing strategies on marketing performance, by finding the determinants that contributes to niche marketing strategies on marketing performance; to study the relationship between segmentation, targeting, differentiation and positioning on marketing performance, design and finally to provide some recommendation and suggestion for Ministry of Entrepreneur and Cooperative Development, Ministry of International Trade Industries to improve the effectiveness of SME product's marketing. It is found that some of the small and medium companies still cannot improve their marketing performance. As to solve their problem researcher suggest implementing niche marketing strategies to improve their marketing performance. Part of the reason is because the marketers not fully utilize marketing strategies to improve their marketing performance. In this paper, the researcher conducted a survey of company preferences. 100 respondents were selected among the companies listed in Small Medium Industries Development Corporation (SMIDEC). The respondents were asked to complete a questionnaire concerning their preferences on niches marketing strategies on marketing performance. The finding shows that only segmentation, targeting and differentiation give a positive effect to marketing performance.