

**AN EFFECTIVENESS DISTRIBUTION CHANNEL
IN IMPROVING PROFITABILITY AND SALES
TOWARD DELIMA OIL PRODUCTS SDN BHD**

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

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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UNIVERSITI TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”

I, Norasikin Binti Yahaya (I/C Number: 830715-05-5236)

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: _____

LETTER OF SUBMISSION

11 May 2007

Dr. Nooraini bt Mohd Sheriff
The Head of Program
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Dear Madam

SUBMISION OF PROJECT PAPER

Attached is the paper titled **“AN EFFECTIVENESS DISTRIBUTION CHANNEL IN IMPROVING PROFITABILITY AND SALES TOWARD DELIMA OIL PRODUCTS SDN BHD”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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ABSTRACT

Delima Oil Products Sdn. Bhd is the largest Palm Oil Producer in the world. It has a monopoly on the palm oil and has a considerable market share of palm oils market in domestic and international industry.

Basically, the research objectives of this study are to identify the effectiveness distribution channel toward Delima Oil Product Sdn.Bhd to deliver their services to consumers where it need to focus not just on understanding product choice, but also on understanding the reasons for channel choice.The effectiveness distributions channels are an importance issues that need t o be reviewed in improve DOPSB profitability and sales.

As a palm oil product that provide the product toward customer the distribution channel play a major role to create customer loyalty for their product. A basic organizational set-up of a conventional consumer goods manufacturer would constitute the Production, Logistic and sales& Marketing Departments. These separate components would work together to deliver integrated marketing- meaning that every part of the business combines to deliver superior customer value at minimum cost

Marketing is an approach to business rather than a specialist discipline. Unlike the more specialized roles of production, Buying, Selling and R&D, Marketing is everyone business. The marketing approach challenges everyone to relate their work to the needs of the market-place and to balance it against the firm own profit needs.

A descriptive research will be used as a framework in conducting the marketing research project and distribution of questionnaire forms among the DOPSB main customers in Seremban area is conducted. A correlation analysis will be used to identify the significant relationship between the variables.

For findings, there are five factors which influence an effectiveness distribution channel in term of improving profitability and sales for DOPSB and customer purchase decision making. In conclusion there is a positive relationship between customer suggestions in improving distribution channel for DOPSB to be more effectiveness. Three Hypotheses is accepted. This chapter shows the results of hypotheses done by researcher. All three hypotheses were accepted and the results are well interpreted. All of the independent variables have a positive significant relationship with the dependent variables.