



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

**CUSTOMER AWARENESS TOWARDS HYRDOPONIC**

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**NOVEMBER 2009**

**DECLARATION OF ORIGINAL WORK**



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BANDAR MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, JOHAN ISKANDAR BIN KAMARUDIN I/C Number: 830621-01-5209

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

9<sup>th</sup> November 2009

The Head of Program,  
Bachelor of Business Administration (Hons) Marketing  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper title “**Customer Awareness towards Hydroponics**” to fulfill the requirement as needed by the faculty of Business Management, MARA University of Technology.

Thank you

Yours sincerely

JOHAN ISKANDAR BIN KAMARUDIN  
2006142797  
Bachelor of Business Administration (Hons) Marketing

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## ABSTRACT

Kazzponic Sdn Bhd is an organization founded by a bumiputra which operates in selling liquid fertilizer and hydroponics set and services. The company is striving hard to survive in the market that is increasing of competition. During the industrial training, it is found that most of that the company is very lack in a certain areas. One of the most significant areas is that they are lack of utilize the promotion mix. Promotional mix is currently the most important strategic tools taken by most successful companies in the market. The promotion mix which are comprises advertising, personal selling, sales promotion and public relation. The purpose of the study is to know whether Kazzponic Sdn. Bhd adopting any promotional mix and also which promotional mix are the most effective that match Kazzponic Sdn. Bhd. This report outlining the introduction, literature review, Theoretical framework, research methodology, analysis and interpretation of data and recommendation based on observation, company report, and interview to several employees in Kazzponic Sdn Bhd.

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