

A STUDY ON
THE INTEGRATION OF MARKETING MIX
TO IMPROVE PERFORMANCE
(WITH SPECIAL REFERENCE TO CARGOSAVE (M) SDN.BHD.)

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ABSTRACT

Cargosave (M) Sdn.Bhd. is one of the freight forwarding company which have corporatised two years ago. As a new company entered in this competitive industry , Cargosave face a problems in terms of their marketing.

Thus, the objective of this thesis is to study the current marketing situation , made an analysis on the research carried out and come up with possible solution to overcome the problem by only concentrating on its 4 elements of marketing mix (service, price, place and promotion).

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