



CORPORATE IMAGE OF KAZZPONIC SDN BHD

**MOHD ZURAFFLY BIN MD ZUKI
2006127437**

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

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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Mohd Zuraffly Bin Md Zuki, 850318-01-5779

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: 30 October 2009

LETTER OF SUBMISSION

30 October 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
MELAKA

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "Corporate Image of Kazzponic Sdn Bhd" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

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MOHD ZURAFFLY BIN MD ZUKI

2006127437

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Researcher have choose **Corporate Image of Kazzponic Sdn Bhd** as the topic due to certain issues concerning on Kazzponic's corporate image towards its company. The objective of this study is to monitor the corporate image management as the key strategy for a competent corporate image of Kazzponic Sdn Bhd.

The purpose of this paper is to study and view on Kazzponic Sdn Bhd's Corporate Image which responds towards heightened concerns in attracting consumers and other marketing channels toward its company and products. Researcher has signaled the need for corporate image in order to build strong brand image so that this company can compete with other competitors which are in the same field. Given this sea change in the corporate environment, companies want to increase their ability to manage their profits and risks, and to protect the reputation of their brands. The approach consists of theory building by reviewing the literature and examining the issues that rose in the organization. An observation plus interview also been done as to have a clear overview of the issue that occurred.

In findings, it can be found that Kazzponic Sdn Bhd had an unstable response towards its corporate image and shown a fluctuation in its graph on the brand recognition of their customers. This study suggests that the corporate image must be set up by company which seemingly important towards local sustainable development as it depends heavily on the nature of the programs, how the programs are designed and implemented. All the elements (marketing strategies, branding, corporate identity, corporate communication and corporate social responsibilities) that contributes to the issue (corporate image) are failed to meet the standards based to the theories from the previous researchers which makes the company suffered an unrecognizable corporate image by its audiences.

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