



**“7P’s MARKETING STRATEGY AFFECTING CUSTOMER
PURCHASE INTENTION TOWARDS A HOUSE IN
ARATAZ EQUITY SDN.BHD”**

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MARKETING**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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“DECLARATION OF ORIGINAL WORK”

I, Nik Dalila Nik Aziz, (I/C Number: 840529-10-5622)

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 paper is a 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: 20th April 2009



LETTER OF SUBMISSION

20th April 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
75300 Off Jalan Hang Tuah
MELAKA

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT)

Attached is the project paper titled **“7P’S MARKETING STRATEGY AFFECTING CUSTOMER PURCHASE INTENTION TOWARDS A HOUSE IN ARATAZ EQUITY SDN.BHD”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NIK DALILA NIK AZIZ

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Bachelor of Business Administration (Hons) Marketing.

TABLE OF CONTENT

CONTENTS	PAGES
ACKNOWLEDGEMENT	i
LIST OF TABLES AND CHARTS	ii
ABSTRACT	iii
CHAPTERS	
CHAPTER 1: INTRODUCTION	
1.1 BACKGROUND OF STUDY	1
1.1.1 COMPANY BACKGROUND	2-3
1.2 PROBLEM STATEMENT	4-5
1.3 RESEARCH QUESTION	6
1.4 RESEARCH OBJECTIVE	7
1.5 THEORETICAL FRAMEWORK	8-11
1.6 HYPOTHESIS	12-13
1.7 SIGNIFICANT OF STUDY	14
1.8 SCOPE OF STUDY	14
1.9 LIMITATION OF STUDY	15
1.10 DEFINATION OF TERMS	16-17

ABSTRACT

To be successful, organizations must look into the needs and wants of their customers. This is the reason why many researchers have continuously emphasized on the importance of 7P's marketing strategy. This will be a result for customer satisfaction is really important because many researchers have shown that customer satisfaction have positive effect on an organization.

Due to this, an organization especially ARATAZ EQUITY SDN.BHD must really understand what is exactly 7P's marketing strategy affecting customer purchase intention towards a house in ARATAZ EQUITY SDN.BHD. There are variety of customer intention and looking before they proceed to the next stage such as product, place, price, promotion, process, people and physical evidence that ARATAZ EQUITY SDN.BHD offered.

Besides, the feedback from the questionnaire that the researcher distributed also gives an impact to the company. All this feedback can upgrade the performance of the company.

Therefore, if an organization really understand what exactly the customer or potential buyer really needs and all these 7P's tally with it, it is not impossible for the company to satisfy them as well as to gain much profit.