



**“SIME DARBY PLANTATION:  
A STUDY ON FACTORS INFLUENCING THE CUSTOMER AWARENESS TOWARDS  
SIME DARBY FOODS PRODUCT”**

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## DECLARATION OF ORIGINAL WORK



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**“DECLARATION OF ORIGINAL WORK”**

**I, NORZI BT ISHAK I/C NUMBER: 850514-14-6498**

Hereby; declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being currently 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 extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

**Signature:** \_\_\_\_\_

**Date:** 20th October 2009

## LETTER OF SUBMISSION

30th October 2009

The Head of Program

Bachelor of Business Administration with Honours (Marketing)

Faculty of Business Management

Universiti Teknologi MARA

Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT660)**

Attached for project paper title: **“SIME DARBY PLANTATION: A STUDY ON FACTOR INFLUENCING THE CUSTOMER AWARENESS TOWARDS SIME DARBY FOODS PRODUCT”** to fulfill the requirement as needed by Faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

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(Norzi bt Ishak)

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Bachelor of Business Administration with Honours (Marketing)

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## **ABSTRACT**

This research is to study about factor influencing the customer awareness towards Sime Darby foods product on business market. The study was conducted in one of the largest plantation company in the world company which is, Sime Darby Berhad, specifically in Sime Darby Plantation marketing department. This research is to identify the solutions that faced by Sime Darby Plantation. The main problem faced is low customer awareness regarding the Sime Darby foods products that lead to difficulties in selling products that will affect the sales performance. Due to the problems, there are certain circumstances why the research objective was developed. First, is to examine the influence of promotion towards customer awareness. Second is to access the influence of brand name towards customer awareness. Third objectives is to study the influence of staff attitude towards customer awareness and the last objective is to determine the influence of customer buying behavior towards customer awareness. The findings of the research state that all the variables, promotion, brand name, staffs attitude and customer buying behaviour have a strong relationship with customer awareness and lead to the successful of sales. Overall, based on the findings, there are several recommendations that have been suggested in order to help or to improve the organization.