



A STUDY ON CONSUMER AWARENESS OF CELCOM SUKSES  
PREPAID TOWARDS INDONESIAN'S MIGRANT IN MALAYSIA

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A case study project submitted in partial  
Fulfillment of the requirements  
Bachelor of Business Administration (Hons) International Business

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
(MALACCA CITY CAMPUS)

JUNE 2009 – NOVEMBER 2009



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

**“DECLARATION OF ORIGINAL WORK”**

**I, RANI BINTI NERAWI, (I/C: 851014135236)**

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 otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

SIGNATURE: \_\_\_\_\_

**DATE:** 03 NOVEMBER 2009

## LETTER OF SUBMISSION

**DATE: 03 NOVEMBER 2009**

The Head of program  
Bachelor of Business Administration  
(Hons) International Business  
Faculty of Business Management  
Universiti Teknologi Mara  
No. 110 Off Jalan Hang Tuah  
75200 melaka

Dear Madam,

### **SUBMISSION OF FINAL REPORT**

Attached is the final report titled **“A STUDY ON CONSUMER AWARENESS OF CELCOM SUKSES PREPAID TOWARDS INDONESIAN’S MIGRANT IN MALAYSIA”** to fulfill the requirement as needed by Faculty of Business Management Universiti Teknologi Mara.

Thank you.

Your Sincerely,

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RANI BINTI NERAWI

2007137465

Bachelor of Business Administration (HONS) International Business

## LETTER OF TRANSMITTAL

**Rani Binti Nerawi**

Bachelor of Business Administration  
(Hons) International Business  
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No. 110, Off Jalan Hang Tuah  
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**Puan Rahayu Bt. Hassan**

Lecturer/Advisor  
Faculty of Business Management  
Universiti Teknologi Mara  
No. 110, Off Jalan Hang Tuah  
75200 Melaka

Dear Madam,

**SUBMISSION OF FINAL REPORT**

Enclosed herewith is a thesis entitled “**A STUDY ON CONSUMER AWARENESS OF CELCOM SUKSES PREPAID TOWARDS INDONESIAN’S MIGRANT IN MALAYSIA**”.

I hope this thesis will meet requirement and expectation from you and the faculty. I thank you very much for all the guidance and support you have generously rendered upon the completion of the thesis.

**THANK YOU VERY MUCH FOR YOUR TIME AND CONSIDERATION**

Your Sincerely,

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RANI BINTI NERAWI

2007137465

Bachelor of Business Administration (HONS) International Business

## **ABSTRACT**

This case study exploring the consumer awareness of the product offering by Celcom (Malaysia) Berhad towards Indonesian's migrant. This newly product is 'Celcom Sukses' prepaid. Here, there are some issues in this study that have been analyze the factors that contribute in this issues and discussing some sort of ideas of what Celcom should be taken in order to improve their marketing strategies.

In order to justify on what are the organization implement in providing the product and attracting the customer, the observation research has done for 5 months. Through this observation, there are some of issues that related to the consumer awareness which are telecommunication company's industry, social value, promotion, advertising and competitive environment. On the other words, this study on this issues want to show, what marketing does, in fact, cover a very wide range of absolutely essential business activities that bring to the customer the product that they want, where, when and with all the information that they need to make informed and satisfying customer's choices.

All of these issues deeply explained in the report in order to be more clarifying for understanding of consumer awareness perspectives. On the other hand, it also shows that consumer awareness would also become the priority in achieving the high degree of product performance in the organization. Therefore, there are some of suggestions that have been explained in enhancing the sales target.