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MARA

**APPLICATIONS OF THE MARKETING MIX IN THE
OPERATIONS OF THREE SELECTED KIOSKS IN
POLYTECHNIC KOTA KINABALU**

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DECLARATION OF ORIGINAL WORK



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TABLE OF CONTENTS

TITLE PAGE

DECLARATION OF ORIGINAL WORK

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

LIST OF TABLE

LIST OF FIGURE

ABSTRACT

CHAPTER 1

INTRODUCTION

1.1 POLYTECHNIC INSTITUTIONS

1.1.1 Background of the organization 1

1.1.1.1 Background of the three selected kiosks 2

1.2 RESEARCH BACKGROUND 2 & 3

1.2.1 Problem Statement 3 & 4

1.2.2 Research Objectives 4

1.2.3 Research Questions 4

1.2.4 Scope of Study 4

1.2.5 Significance of Study 5

1.2.5.1 To the Author

1.2.5.2 To the Organization

1.2.5.3 To the University

1.2.6 Limitations 5

1.2.7 Theoretical Framework 6

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

2.1.1 Marketing Mix application in the three selected kiosks 7 & 8

2.1.2 Product 8

LIST OF TABLE

TABLE	TITLE	PAGE
Table 1	Questionnaire Distributed, Returned & Completed	15
Table 2	Gender Frequency and Percentage	16
Table 3	Age Frequency and Percentage	17
Table 4	Race Frequency and Percentage	18
Table 5	Program Frequency and Percentage	19
Table 6	Program Level Frequency and Percentage	20
Table 7	Semester in the program Frequency and Percentage	21
Table 8	Frequency and percentage for statement (Bakery kiosk having excellent product quality, variety of choice, trendiness and innovation and unique).	22
Table 9	Frequency and percentage for statement (Printing kiosk having excellent product quality, variety of choice, trendiness and innovation and unique).	23
Table 10	Frequency and percentage for statement (cooperative kiosk having excellent product quality, variety of choice, trendiness and innovation and unique).	25
Table 11	Frequency and Percentage for statement (Bakery kiosk doing their promotion using discount, events, free sample and coupons)	26
Table 12	Frequency and percentage for statement (Printing kiosk doing their promotion using discount, events, free sample and coupons)	27
Table 13	Frequency and percentage for statement (Cooperative kiosk doing their promotion using discount, events, free sample and coupons)	29
Table 14	Frequency and percentage for statement (Bakery kiosk using affordable price and have a good quality on their product or services offered).2	30

CHAPTER 1

INTRODUCTION

1.1 POLYTECHNIC INSTITUTIONS

1.1.1 Background of the Organization

Public higher education in Malaysia comprise of public universities and polytechnics. Throughout Malaysia there are 32 polytechnics. In the state of Sabah there are 2 polytechnics which are in Kota Kinabalu and Sandakan. This study is focus on the Polytechnic Kota Kinabalu.

In Polytechnic Kota Kinabalu, there is a unit called the Entrepreneurship Unit which functions as the motivator for the students to learn and be exposed in entrepreneurship. The Entrepreneurship Unit is responsible for the incubator program. There are three incubators that are run by this Unit namely Car Wash, Mini Mart and Saloon. Each premise is run by the students of Polytechnic Kota Kinabalu themselves, but still under the supervision of the Head of the Unit. This study is aim to help the Mini Mart incubator which is the latest kiosk in Polytechnic Kota Kinabalu to be operated in the cafeteria building of the Polytechnic.

The cafeteria which consists of 6 kiosks is run by students, outsiders or graduates of Polytechnic Kota Kinabalu. The potential market for these kiosks is approximately more than 1000 customers per week including the students and the staff. Based on this population it is an opportunity for the Mini Mart incubator to gain profit. However, the biggest competitor for the Mini Mart is the Cooperative Shop of Polytechnic Kota Kinabalu.

In order to ensure the Mini Mart incubator is successfully operated therefore steps must be taken to help the smooth running of its business. This research is done to