



**DEVELOPING MARKETING STRATEGIES:
A STUDY ON BORNEO MILK TEA**

CHRISTINE SULU LULU AK NGABONG

2001620055

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN**

OCTOBER 2007

LETTER OF SUBMISSION

2nd November 2007

Research Examiner (2)
Bachelor of Business Administration (Hons.) Marketing
Faculty of Business Management
MARA University of Technology
Samarahan Campus
Sarawak
(For the attention of Ms. Annie Wong)

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

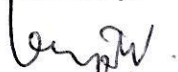
Enclosed is the Project Paper titled “ **DEVELOPING MARKETING STRATEGIES: A STUDY ON BORNEO MILK TEA**” to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

This paper is a study on Borneo Milk Tea whereas the objectives are to identify its product features, measure the preferred level of promotion, pricing and place, to do the comparative analyses with its competitors; and lastly to develop the marketing mix strategies for Borneo Milk Tea.

It would be an impossible task without your guidance and support in the preparation of this project paper.

Thank you

Yours sincerely,



(CHRISTINE SULU LULU AK. NGABONG)

2001620055

Bachelor of Business Administration (Hons.) Marketing

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I thank God Almighty for giving me strength and facile in making it possible for me to complete this project paper. Without His grace and mercy, I would not have been able to do so.

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CHRISTINE SULU LULU AK. NGABONG

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CHAPTER 1

INTRODUCTION

Marketing has made several transitions over the last 50 years, from seller of a firm's output to key player in shaping a company's products, technologies and strategic direction.

Today's marketing deals much more with dynamic issues where interaction is a key theme. Marketing now often involves groups of companies and organization on both the supply and users sides, although such business networks are not entirely new, their number, form and complexity have evolved rapidly. Investigating marketing involves trying to capture an empirical world that is not a given, but is constructed by the companies involved, who are constantly wrestling with the issues of how to combine and activate resources beyond company and organizational borders. In today's marketing, the value of resources is not given but developed.

The marketing mix model

Despite these changes, most of the research tools used to analyze marketing problems have developed out of the marketing mix model – and particularly the 4Ps of product, price, place and promotion which were launched in the 1960s. The marketing mix model has a clear micro economic “allocation of resources” background. The assumption is that the relevant resources involved in the exchange process including the products, are homogeneous. The economic value is very much independent of how they are combined. The model also assumes that there is a linear dependency between the resources put into each of the 4Ps and the outcome. In other words, each of the 4Ps is assumed to have a specific influence on the outcome.