

UNIVERSITI TEKNOLOGI MARA

**VEHICLE SAFETY FEATURES
CAPABILITIES TO INFLUENCE
POTENTIAL CUSTOMERS
IN MALAYSIA.**

RUDY EMRAN BIN JAAFAR

The industrial research report submitted in
partial fulfillment of the requirements for the
Master of Engineering Management

Faculty of Mechanical Engineering

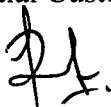
July 2015

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Rudy Emran Bin Jaafar
Student I.D. No. : 2013244776
Programme : Master of Engineering Management
Faculty : Faculty of Mechanical Engineering
Dissertation Title : Vehicle Safety Features Capabilities To Influence
Potential Customer In Malaysia

Signature of Student : 

Date : 27th July 2015

ABSTRACT

A research is being conducted to study the capabilities of vehicle safety features to influence potential customers in Malaysia. Automotive vehicle manufacturers in Malaysia are seriously looking into possibility of capitalizing vehicle safety features as selling points to attract potential customers. Other research activities have minimum effort to consolidate both element of vehicle safety features comparison between all vehicle makers and perform survey on customer vehicle safety features needs. The research has identified vehicle safety features offered to customers in Malaysia and compare their specification with other vehicle makers in order to see possibilities to utilize additional vehicle safety features specification as selling points to attract potential customers. A comprehensive customer survey activity to understand customers' demographic information and customers vehicle safety feature needs as well as to observe the vehicle safety features influence to attract potential customers in Malaysia has been conducted. One hundred random automotive customers were selected to participate on questionnaire that is designed to answer research objectives as stated above. The conclusion provide an added advantages to any vehicle manufacturers who implemented the proposed strategies towards better management of product planning and manufacturing cost as to simultaneously reduce product initial investment cost for future model lines to come. Vehicle manufacturers also be able to supply product according to customers' needs and at the same time maintaining their competitive advantages in Malaysia market. By doing so, vehicle manufacturers able to eliminate unnecessary expenditure such as unnecessary vehicle storage cost, unnecessary CKD pack storage cost and unnecessary aftersales replacement part storage cost. Proper product planning strategy will ensure product livelihood and sustainability in Malaysia automotive market.

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