



**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF BUSINESS MANAGEMENT**  
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**PREFERENCES FACTORS OF THE CUSTOMERS BY**  
**CHOOSING SANRIO HELLO KITTY TOWN AND THOMAS TOWN**  
**AT PUTERI HARBOUR FROM MANAGEMENT PERSPECTIVE**

**PROPOSAL**  
**INDUSTRIAL TRAINING**  
**MKT 672**

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**SEGAMAT JOHOR**

**DECEMBER 2018**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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FACULTY OF BUSINESS MANAGEMENT  
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**"DECLARATION OF ORIGINAL WORK"**

I, QISTINA BINTI ROSLI, (I/C Number: 960108-01-6476)

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

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

Date: \_\_\_\_\_

26/12/08

**LETTER OF TRANSMITTAL**

16 December 2018

Mardziyana Mohamad Malom  
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JOHOR DARUL TAKZIM

Dear Madam,

**SUBMISSION OF PROJECT PAPER**

Attached is the research report titled" **PREFERENCES FACTORS OF THE CUSTOMERS BY CHOOSING SANRIO HELLO KITTY TOWN AND THOMAS TOWN AT PUTERI HARBOUR FROM MANAGEMENT PERSPECTIVE** to fulfil the requirement as required by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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QISTINA BINTI ROSLI

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Bachelor of Business Administration (Hons) Marketing

## ABSTRACT

As we know Malaysia has a lot of theme park to be explore. In 2018 the theme park in Malaysia now become a trend as a recreation with their friends, couple and family. The theme park also give a contribution as the tourism and attraction to the country. Sanrio Hello Kitty Town and Thomas Town is the well known brand of character theme park. Due to the increase of the opening theme park development in Johor, The Sanrio Hello Kitty Town & Thomas Town start to shaking. The number of attendance start to decline day by day. It is because the competition between the others themepark is very high in Johor.

The objective of this study is to identify the preferences factors of the customers by choosing Sanrio Hello Kitty Town and Thomas Town at Puteri Harbour from management perspective and to determine the most factor contribute to the preference of customers towards Sanrio Hello Kitty Town and Thomas Town Puteri Harbour from management perspective. This research has been conducted by the support of primary data and secondary data. The methodology of this study is by using qualitative research with interviewing the permanent staff of TAR PH Holdings Sdn. Bhd (Sanrio Hello Kitty and Thomas Town) as the data collection for primary data. For secondary data researcher use external sources such as online journals, books, and internet sources.

This research has four preferences factors of customer by choosing Sanrio Hello Kitty Town and Thomas Town as their theme park destination. The factor are by strong marketing, roadshow & sales promotion, Brand image & brand awareness and lastly is social media. The findings show that both of the factor contribute to the preferences except for brand awareness has a gap with the findings. Besides that the researcher also comes out with a few recommendation to solve the problem that face the company.

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