



اَبُو سَيِّدِي تَيْكُو لَوِي كِي مَبَارَا
UNIVERSITY
TEKNOLOGI
MARA

**THE SUCCESS FACTORS ON MARKETING PERSONAL CARE PRODUCT OF
JJWIDE BIOTRADE**

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**BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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JUNE 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

WITH (HONOURS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I, Ahmad Nuraizat Bin Zainal (I/C Number: 951111015955/)

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: *A.*

Date: 28/06/2018

LETTER OF TRANSMITTAL

28th June 2018

Mardziyana Mohamad Malom
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
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The Success Factors on Marketing Personal Care Product of Jjwide Biotrade" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Ahmad Nuraizat Bin Zainal

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

For the business which is known as small and medium enterprise need to know what the factors to becomes success in the business. JJWide Biotrade which sells the personal care product need to know what the factor that contribute the company to become success in the market. The company need to know the demand of the consumer in order to compete with others competitors. There is problem to this company to becomes success in marketing personal care product which is the company difficult to maintain their sales. In order to becomes success in business, the company need to maintain and increase their sales, so that the company can become success in the market. JJWide Biotrade have a good quality of product, which is it can be seen on user of their customer. The product is effective which is it can kills the germs and bacteria at body and makes the body more healthier. But, JJWide Biotrade lacks of the brand images, which are the product is not well-known in the market. So that the company need to find the factor that will contribute the company to become success in marketing personal care product. The objective of this study is to determine the success factor in marketing personal care product and to recommend the company on how to improve marketing strategy in personal care product. This research is in the qualitative study that uses primary and secondary data by finding for related journal. A set of 100 of questionnaire were distributed towards 100 of respondent which is Kulai resident and also the users of personal care product. This study used Statistical Package for the Social Science (SPSS) and the results found that there are three significant independent variables which are pricing, convenient location, and branding. Whereby the another one variables are not significant which are perceived behavioural.