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**A STUDY ON THE ACCEPTANCE OF NEW SERVICE
(CAR RENTAL) BY KOPETRO TRAVEL AND TOURS
KERTEH**

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NO. 100, JALAN TAMBUK, SEREMBAN, NEGERI SEMBILAN

LETTER OF TRANSMITTAL

Bachelor Business Administration (Hons) Marketing
Faculty Business and Management
MARA University Of Technology
23000 Dungun Terengganu.

October 14th 1999

Puan Muhazita Alias
Advisor
Faculty Business and Management
MARA University Of Technology
23000 Dungun Terengganu.

Dear Madam,

RE: Submission of Internship Project

Referred the above matter.

Please find the attached final project paper entitled "a study on the acceptance of new service (car rental) by Kopetro travel and tours Kerteh" for your kind perusal. I hope this project paper will fulfill the requirements as needed by the Faculty Of Business and Management, MARA Institute Of Technology, Dungun, Terengganu.

Thank you

Your Sincerely,

.....
Khairil Ashraf Mohd Said

97283568

UNIT RUKUNAN & PAMBIIDARAN PEMBACA

FOTOKOP... TERANGGAMAN

ACKNOWLEDGEMENTS

Praise to only of Allah (SWT) for the bounty and blessing to us.

Alhamdulillah! First and foremost, I am grateful to Allah (SWT) for His blessing in willing me to complete the research paper as scheduled. Thanks to Allah (SWT) for giving me the inner strength, skill and knowledge to face the challenged till end.

I would like to take this opportunity to express my gratitude and appreciation to my advisor, Puan Muhazita Alias for her invaluable guidance, advice and understanding upon completing my final project paper. She has kindly devoted her time to read, criticize and give opinion on this project paper.

My appreciation to Encik Zuhri Saifuden, manager of KOPETRO Travel and Tours Kerteh and his staffs for their invaluable guidance and advice upon completing my project paper.

My special appreciation to my beloved mother, father, brothers and sisters for their encouragement, patient and moral support in making this project paper a reality.

Last but not least, I would like to thank all my housemates in giving me their hands through the completion of the project paper.

UNIT KUBUKAN & PERKHIDMATAN PEMBACA

ABSTRACT

This research is focusing on the car rental service that wants to be offered by Kopetro Travel and Tours, Kerteh branch (KTTK). The purpose of study is to find out the future prospect of car rental service in Kerteh and Paka districts.

To offer a new service to people, KTTK must first identify the future prospect of this new service in those particular place considering all factors which related to car rental service. It is important for Kopetro Travel and Tours to know whether this new service has a good future prospect or not whereby Kopetro Travel and Tours can avoid from make a wrong decision in offering this new service.

Besides that, this study will give an insight to KOPETRO Travel and Tours Kerteh to design and applying the best marketing strategies that can be implemented in order to compete with other establish car rental companies and at the same time can attract people to use car rental service which will lead to increase profits.

All the information needed have been gathered by using primary data and secondary data. In order to collect primary data, methods such as survey, observation, interview and questionnaires have been used. For secondary data, I used references such as books, articles, and journals, magazines, Internet and etc that can be used in my research.

TUNJUKAN KELOMPOK DAN PERUSAHAAN

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