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A STUDY ON CUSTOMER PERCEPTION ON PERDA CAN
FRUIT JUICE IN RELATION TO THE LOCAL
COMPETITORS

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LETTER OF TRANSMITAL

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Dear Sir,

Enclose here is my project paper entitle ‘ A study on customer perception on PERDA Can Fruit Juice in relation to the local competitors’.

This project paper is trying to obtain information on customer perception toward PERDA Can Fruit Juice by focussing on the marketing mix of PERDA Can Fruit Juice. It also try to evaluate the competitors Can Fruit Juice involvement, which impact the demand of PERDA Can Fruit Juice.

Finally, I hope this project paper will fulfill the requirement and standard of BBA course and also achieved the objective of the study.

Thank you

Yours truly,



(Muhammad Hisham Bin Abdul Aziz)

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim.

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Wassalam.

ABSTRACT

PERDA fruit juice factory is one of the factories in Malaysia that produce a tropical fruit juice in can. The factory has established since 1984 and still producing the fruit juice. But recently PERDA is facing with problems in producing the fruit juice due to the machine failure and also the competition with the others manufacturers. Because of this it has effect the customer demand on PERDA can fruit juice and decrease in the sales profits of PERDA fruit juice factory. PERDA will need a new marketing plan in order to compete with others products.

This research was undertaken to know the customers perception on PERDA can fruit juice in relations with the competitors product. The respondents are given a questionnaire in order to know their perception about the product.

From the results obtained it showed that most of the respondents their perception towards PERDA has declined and as a result from that perception they preferred Competitors Can Fruit Juice compare to PERDA Can Fruit Juice.

At the end of the research several recommendations are to PERDA fruit juice factory in order for them to design a new marketing strategies.

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