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ANALYSIS ON RETAILERS PERCEPTIONS AND PREFERENCES TOWARDS
THE JASMINE SUPER NEW.

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LETTER OF TRANSMITTAL

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20th October, 1999

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Sir,

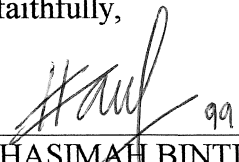
SUBMISSION OF REPORT FOR ANALYSIS ON RETAILERS PERCEPTION AND PREFERENCES TOWARDS THE JASMINE SUPER NEW.

Regarding to the above mater, I am Norhasimah Binti Kassim BBA (HONS) Marketing 04 student, hereby would like to submit my report of Analysis on retailers perception and preferences towards the Jasmine Super New. This report consists in developing the marketing mix for the product. It also has the recommendations and conclusions that can be help the Jasmine Food Corporation to improve their product.

This report is a partial requirement of the subject of Internship Marketing in order for I to complete my degree course.

Thank you,

Your faithfully,



(NORHASIMAH BINTI KASSIM)

UNIT RUMAH...
...PEMBACA

FOTOKOP...
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ACKNOWLEDGEMENT

BISMILLAHIRAHMANNIRRAHIM

First of all, thanks to Allah s.w.t for his blesses in preparing this report.

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Finally, I owe special gratitude to my family who has shown patience and endless support. My greatest debt also goes to my mother who encouraged me to work hard and gave their valuable comments. To all the person, I deeply grateful. Responsibility for any errors or omissions is certainly mine but the report would not have been possible without of the assistance of many others.

Thank you,

Wassalam.

UNIT REHABILITASI DAN KESEHATAN MENTAL
KEMENTERIAN KESEHATAN MALAYSIA

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

In studying the analysis on retailers perceptions and preferences towards the Jasmine Super New, the most important thing to know is the customer behaviour. This is because consumers make many buying decisions every day. Most large companies make a research on consumer buying, where they buy, how and how much they buy, when they buy and why they buy. Marketers can study consumer purchases to find answers to questions about what they buy, why they buy and what factors that influence them to buy the products.

In this research, the Jasmine Food Corporation Sdn Bhd (JFC) need to understand how customer will respond to different products features, brands, prices, packaging and advertising appeals has a great advantage over its competitors. Beside, the distribution channel which is also paramount importance to determine JFC's good reputation and customers acceptance. Through the effective distribution channel, it can make successful intermediaries to bring their products to the market.

In my view, JFC has a good performance in doing their operation of manufacturing and selling the rice. For example they have their own procedures which has to be followed by retailers before they become the JFC's customers. The retailers need to provide the duplicate of business

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