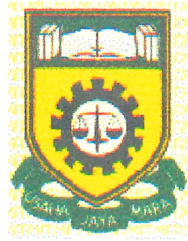


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# **An Awareness Study of Retailers in Kuala Terengganu on Sajimas Product**

Submitted in partial fulfillment of the requirements of BBA (Hons)  
Marketing

Faculty of Business and Administration  
MARA University of Technology

Fadhilah binti Mohamad

UNIT RUJUKAN & PERKHIDMATAN PEMBACA

October 1999

**LETTER OF TRANSMITTAL**

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BBA (Hons) Marketing  
MARA University of Technology  
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October 1999

Encik Farok Zakaria  
Project Advisor  
MARA University of Technology  
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23 000 Sura Hujung  
Dungun, Terengganu Darul Iman

Dear Sir;

**Enclose Here Is My Project Paper Entitle “An Awareness Study of Retailers in Kuala Terengganu on Sajimas Product”**

This project paper is trying to obtain information among retailers' awareness on Sajimas product produced by MSBC by focussing on the marketing management system of MSBC.

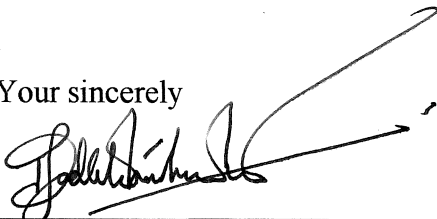
I do hope this project paper will fulfill the requirement and standard of BBA course and also achieved the objective of the study.

I thank you for all the guidance and support you have generously rendered for the completion of this report.

May you satisfied with the effort put this project paper.

Thank you.

Your sincerely



**Fadhilah binti Mohamad**  
(97278780)

UNIT REKODAN & PENYELIDIKAN PEMBACA

*Assalamu'alaikum wbrt*

*By the name of Allah, Almighty Generous and Almighty Merciful*

Praise to Allah Ta'ala for giving me the courage, time and knowledge in completing this project paper. It would not be feasible without the assistance or guidance from my advisor. I would like to express my thanks to Encik Farok Zakaria for his valuable comments and encouragement in preparing and completing this project paper. My special thanks to BBA course tutor Puan Muhazita Alias, project examiner II Encik Abdol Samad Nawi and all BBA Marketing lecturers.

I would like to express my greatest gratitude to Encik Zubir Abdullah for providing invaluable information and contributed considerably in my practical training at Majuikan Sendirian Berhad Chendering, Kuala Terengganu. Not forgotten to all staff who had given substantial support and encouragement to me.

My deepest gratitude to my beloved parents and family who always support and encouragement me.

Last but not least I would like to acknowledge to anybody who had involved directly and indirectly towards the successful of this project paper.

May Allah bless all of us and may we get benefit from it.

UNI BUKIT RAJA & ...

## ABSTRACT

Marketing is crucial toward success of any company, without a successful marketing operation the company is doomed. On the basis of the marketing plan, other component of business plan can be developed. Nowadays the successful of a company is team-developed, not developed by any individual or function. So the marketing is the central instrument for directing and coordinating the company especially to cause an awareness of company's products among the public.

Based on the study, the level of awareness for MSBC and *Sajimas* is below fifty percent compared to total respondents of fifty retailers in Kuala Terengganu (population of retailers are based on retailers type namely grocery, wet market, hotel and restaurant). The researcher also observed that retailers' decision to purchase or not to purchase *Sajimas* based on certain factors including pricing, promotion, packaging, halal product, shape, product availability in market and competitors' products.

It is believed that the effectiveness of selling must be preceded by several marketing activities such as needs assessment, marketing research, product development, pricing and distribution so that products are available in market. If the marketer does a good job of identifying consumer needs, developing appropriate products and pricing, distributing and promoting them effectively, the awareness of products will easily spread out and will stimulate demand for them.

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