

A STUDY ON CUSTOMERS
PERCEPTION TOWARDS SIME TYRES
PRODUCT IN ALOR SETAR

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LETTER OF TRANSMITAL

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20 OCTOBER 2000

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Attn: **Mr. Farok b. Zakaria**

Dear Sir,

SUBMISSION OF RESEARCH REPORT

Enclosed here is a research report entitled "**A Study On Customers Perception Towards Sime Tyres Product in Alor Setar**". The purpose of this research is to identify the customers' perception and expectation towards the products offered by Sime Tyres International (M) Sdn. Bhd.

I hope this report will fulfill the requirement of BBA and also achieved the objective of the study.

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim...

All praises are due to Allah S.W.T, the Lord of the world Who make it possible for me to complete this report. Blessing and Salutation also be on the Last Prophet of Allah S.W.T, Hadrat Muhammad S.A.W.

Also a big thanks to my beloved advisor Mr. Farok b. Zakaria for his encouragement, guidance and advice throughout the completion of this project paper.

I would like to extend my appreciation and thanks to the General Manager of Sime Tyres International (M) Sdn. Bhd. Mr. Ahmad Zubir b. Hj. Murshid for accepting me to fulfill my Marketing Internship Course there. Not forgetting my Head of Customer Service, Mr. Gulam Azhar b. Gulam Hussain as my

ABSTRACT

This project paper is aimed at studying the customer's perception on Sime Tyres products in Alor Setar area. It is important to study the customer's perception since it will help the company to improve their performance in order to meet their customer's requirement.

In order to obtain the data, 300 questionnaires were distributed from house to house by using mail survey method. The sample was selected by using the convenience sampling method. The findings and hypothesis were analyzed by using Statistical Program for Social Science (SPSS program).

The perception was examined through 3 major variables namely product performance, price and promotion.

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