

**“A STUDY ON THE EFFECTIVENESS OF
THE MARKETING STRATEGY FOR
INFLATABLE BOATS”**

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OCTOBER 1999

LETTER OF TRANSMITTAL

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Sir,

Re: Submission of Project Paper

According to the requirement of Bachelor of Business & Administration (Hons), I have the honor to submit my project paper entitled:

“ A Study on the Effectiveness of the Marketing Strategy for Inflatable Boats ”

I really hope that my project paper will fulfill you need in requirement of this subject (MKT 650).

Thanks

Yours Sincerely,

.....

RAJA SITI ZALINA RAJA ALI
97373830

ACKNOWLEDGEMENT

Alhamdulillah, after the hardwork and limited time, I had finished and accomplished my project paper on time.

I would like to take this opportunity to express my sincere gratitude to those who were so generous with their knowledge and time.

To my advisor, En. Zainuddin Zakaria. Thank you for your encouragement, precious guidance and for being so patient with me.

I would like to thank to my second examiner, En. Norudin Mansor.

To Puan Muhazita Alias, my course tutors, for her advice and support.

I am most grateful to my dedicated supervisor, En. Yusof Hussien and En. Agus Othman, officer from MSET, who has from the beginning given his excellence help, guide and support. Without their kind cooperation, I would not be able to finish this project paper.

I would like to thank my colleague for their support and encouragement.

To whom I have interviewed, the information given is very useful.

A special appreciation to my mother who always pray for my success.

Last but not least, to those I've been mentioned and to whom I did not specifically named. Thank you for assisting me in completing this project paper.

-MERCI-

ABSTRACT

This research has been conducted to investigate the relevance strategy to be undertaken in producing inflatable boat that done by MSET. As we know, in Malaysia very few companies are involved in the marine industry as compared to overseas companies especially in the United States of America.

Since, it is anew product in our market, MSET needs to study and identify what are the effectiveness of marketing strategies for inflatable boat. Marketing strategy is a vital element for any organization to achieve their goals. This is conducted by studying customers needs and wants by distributing the questionnaires that asked detailed on product by mail survey and personal interviews. Once designed, the questionnaire was piloted on a convenience sampling method to respective respondents that goes to hotel (10 respondents), shipping (8 respondents), ferry/tour operator (8 respondents), oil and gas (7 respondents), and port authority (3 respondents).

After completing the entire survey instrument plus together with other method, the procedure for analyzing the data is needed to interpret the overall result. The data that has been collected will then be presented by using frequencies which is the simplest to interpret and to understand that had been explained each questions. For hypothesis testing, cross-tabs and chi-square tests had been used either is accepted or rejected. Through the research conducted, it is discovered that RIB is the most preferred by the respondents. As a conclusion, product attributes is very significant to the respondents.

The recommendation would be listed in applying marketing strategy for MSET to consider consists of specify target market, positioning the product, apply customer relationship marketing, improve marketing strategy and etc.

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