



**THE ASSESMENT OF MARKETING MIX AND PORTER'S GENERIC STRATEGY
FOR STUDENTS' INTAKE AT KIARA COLLEGE SABAH**

ROSHASLINE TAUSIN

2012874792

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU
SABAH**

DECEMBER 2015

ACKNOWLEDGEMENT

This study which is “Assessment of Marketing Mix and Porter’s Generic Strategy for Students’ Intake at Kiara College Sabah” has been done by assistance from some individuals and groups as well.

First of all I would like to thank Miss Bernardette Jacynta Henry, my project advisor. I really appreciate all the advices and knowledge that have been given by her which have giving me support and idea to go through this study. Thank you for giving me all the answers that I need when I am stuck with problems in doing this research.

I would also like to share my gratitude unto my parents that have giving me moral and financial supports. As if they did not there for me, I may also not be able to do this research. The supports that given by them help me to refreshed when I am lack of motivation.

In addition, I am also thankful for my supervisors, Mr. Tony Makapin which help me with the data I need and operation of Kiara College Sabah. Thank you also for giving me additional info that I need in order to do this research and most off all the experience of working in Kiara College Sabah.

Lastly, I would like to thank, all my friends that have given me many ideas and also information not only about the internship but also this paper. The ideas that they shared more or less have helped me on progress of my research. Not forgotten the support that given by them.

TABLE OF CONTENT

Particulars	Pages
Acknowledgements	iv
List of Figure	ix
List of Tables	x
List of Abbreviation	xi
Abstract	xii
CHAPTER 1: INTRODUCTION	
1.1 Background of Study	1
1.2 Scope of study	4
1.3 Statement of Problem	4
1.4 Research Objectives	5
1.5 Research Questions	5
1.6 Limitation of Study	6
1.7 Definition of Terms	6
CHAPTER 2: LITERATURE REVIEW	
2.1 Marketing Strategy	9
2.2 Marketing Mix Strategy	10
2.2 Porter's Generic Strategy	11

2.2.1 Cost Leadership Strategy	11
2.2.2 Differentiation Strategy	12
2.2.3 Focus Strategy	13
2.4 Theoretical Framework	15
2.5 List of Hypothesis	16

CHAPTER 3: DATA AND METHODOLOGY

3.1 Research Design	17
3.2 Sample design & size	18
3.3 Sampling Techniques	19
3.4 Method of Data Collection	
3.6.1 Primary Data	20
3.6.2 Secondary Data	20
3.5 Instrumentation/ Questionnaire	20
3.6 Analysis	21

ABSTRACT

The objective of this research is to assess the marketing mix and Porter's generic strategy for student intake at Kiara College Sabah. Based on the marketing mix and Porter's generic Strategy the students' intake was assessed. The variables that included in the study are the marketing mix which covers the 4P's and also the Porter's generic strategy which is conclude the cost leadership strategy, differentiation strategy and lastly the focusing strategy.

The study was done using survey of 60 respondent which include all staff of Kiara College Sabah at Kota Kinabalu. Then the survey analyzed using the reliability test of Cronbach's Alpha test, the descriptive analysis and lastly the correlation analysis. After that the assesment was done using the analysis to know how the following marketing strategy works by the operation management at Kiara College Sabah as the students recruited increases by years.

At the end of the research, the findings of this study would be able the researcher to know the result of assesment of marketing strategy of students' intake at Kiara College Sabah. The result could help the operation management of Kiara College to increased their marketing strategy in the future to increase more students recruited. As for the future researcher, they would be able to use this study as inspiration of their study.

Keyword: Marketing mix, Porter's generic strategy, Kiara College Sabah, Cronbach's Alpha, Descriptive analysis, Correlation analysis