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**A STUDY ON THE LEVEL OF AWARENESS TOWARDS OCCUPANCY RATE
OF SOMERSET GATEWAY KUCHING**

**PREPARED FOR
MR CLAUDIUS CLEMENT**

**ANNA AK SUMBU
2001612215**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)
FALCULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN**

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TABLE OF CONTENT

	Page
TITLE PAGE	
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
ABSTRACT	vi
LIST OF TABLE	vii
LIST OF FIGURE	viii
 CHAPTERS	
1.0 INTRODUCTION	
1.1 Background and Scope of Study	1
1.2 Problem Statement	15
1.3 Objective of Study	16
1.3.1 Research Questions	17
1.4 Limitation of Study	18
1.5 Significance of Study	19
2.0 LITERATURE REVIEW	20
3.0 RESEARCH METHODOLOGY	
3.1 Methodology	24
3.1.1 Secondary Data	24
3.1.2 Primary Data	24
3.2 Survey Instruments	24

ABSTRACTS

The aim of this project paper is to see the level of awareness towards occupancy rate of Somerset Gateway Kuching.

Prior to this paper, a survey was conducted on 10 September 2003, through the distributions of a hundred questionnaires and personal interview with the personnels of Somerset Gateway, Kuching.

This study have shown that most of the respondents are aware of the existence of Somerset but they never stayed there due to certain reasons such as lack of promotion, services is unknown, the location is not strategic and poor signage. As target market is limited into certain groups, there are strategies which enhanced the level of occupancy of Somerset. For example like promotion package (room rate) and close relationship with travel agent contributed to the highest average occupancy for Somerset.

Nevertheless, in order to remain competitive in the hotel industry few recommendations were given to strengthen the existing strategy besides to capture the potential customers. With hope in the future Somerset will be the leader conquering service residence in Kuching and Sarawak generally.

CHAPTER 1

1.0 INTRODUCTION

1.1 Background and scope of study

This project paper is conducted as a requirement of Bachelor in Business Administration majoring in Marketing (BBA) (Hons) Marketing – Part 5) for the subject of Industrial Attachment MKT 650. This program is conducted by Mara University of Technology, Kota Samarahan.

After recognizing the problem faced by Somerset Gateway Kuching, the title of this project paper was derived to discover and to recommend solution to the problem facing by Somerset. This project paper will evaluate level of awareness towards occupancy rate of Somerset Gateway Kuching.

The topic selected for this project paper is “The study on the level of awareness towards occupancy rate of Somerset Gateway Kuching”. Somerset is a company, which is managed by Liang Court Wanisara Sdn Bhd under Ascott Group. It is situated in the heart of Sarawak’s Golden Triangle. Set in the vibrant metropolis that is rich in culture Somerset Gateway Kuching towers 16 stories.

Somerset serves as an executive residence and can only be found in Kuching. As a pioneer in branded luxury service residence Somerset provides a standard home place especially for those who live away from home.