"EXAMINING TECHNO EXPO SYSTEM (TES) PRODUCT LINES
ON CONSUMER DECISION MAKING; A STUDY ON TECHNO
GRAPHIC COMPANY KOTA KINABALU SABAH"

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JANUARY 2012

ACKNOWLEDGEMENT

First of all, Praise and grateful to Allah S.W.T the almighty god for giving me the chance to live, a healthy during the period of completion my project paper and also ensure have finish my practical training for 6 month. Thanks also to my parents that raise me patiently, tolerance, understanding and unending support.

Not forget to my respectful lecturer Mr Franklin Hazley Lai that gives me the guideline to complete this assignment and also being my advisor for my practical training. Thank you so much for all his advice, guided and time in making completion of research paper. It is a honour to be appoint under him during the period of my practical training.

Moreover, Thanks to everybody that helps and support internally and externally in finishing this research paper especially my classmate Bmb6m1 and all staff work at my practical work at Techno Graphic for the kind help and support in completing this project papers and thanks to the valued respondents that give cooperation to answer my questionnaire.

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ABSTRACT

The research study is about to examining Techno Expo System (TES) product lines on consumer decision making: "A case study on Techno Graphic Company Kota Kinabalu Sabah". The study was done to identify the Techno Graphic Company can be applied two elements of product strategies to help in improving Techno Expo System (TES) product in order to increase company's sales performance and increase customer loyalty. In order to achieve the objectives the two of elements which are including product deletion and product improvement of TES product. Form this study, valuable information and suggestion were gathers three factors such innovation, price and quality which are to improve the TES product in the future. In additions, this paper is aims to examine the factors that make TGKK company's customers achieve statisfaction and met expectation towards TES product. Moreover, This study also use the non-probability convenience sampling method and expected 120 respondents as sample that represents in Kota Kinabalu Sabah area. Data collections were collected through probability simple random sampling technique with a minimum sample of 120 respondents.