

ACKNOWLEDGEMENT

First of all, my gratitude to God for giving me the strength and ability to cope up with all that is entailed in the preparation of this study project till completion.

Thereby I would like to record my appreciation to the all respondents in Kota Kinabalu area for their willingness to assist and contribute throughout the study. I am sure I must have tested their patience in answering the questionnaire forms.

I would also like to thank to the staff SFI's Marketing Department for their kind assistance in sourcing any required reference materials that I needed in the course of my study.

My gratitude also goes to my advisor for this project, Mr. Ag Bakar Ag Tatam for his kind assistance and guidance in completing this project. Not forgetting also to Madam Habibun Nisa Mohamed Ajmal and staff of InED UiTM Sabah, a very big thank you.

To my family, friend and colleagues, thank you for your all full support, encouragement and understanding during my study.

Thank you all.

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ABSTRACT

This study tries to investigate SFI's marketing strategy in market. This study focuses on retailer and wholesaler which located in Kota Kinabalu area. This study also tries to investigate what type of marketing mix is the most preferred and what are the steps to be taken in order to increase SFI paper market. The objective of this study is to find SFI's marketing strategy and recommend the solutions to the management. Primary data were the main instrument used to collect data in conducting this research. From the total population, the research had managed to collect about 80 percent as the sample. The response was quite good. For this reason it is expected to indicate in how SFI's marketing strategy improves. A simple frequency analysis was used to analyze those data in order to answer the objectives. It can be said that mostly retailer and wholesaler in Kota Kinabalu area prefer paper with good quality. In term of pricing the customer mostly prefer if SFI able to lower down than competitor. In term of distribution the customer prefer to purchase directly from SFI. This is because according to them cost is the main factor that influence their distribution decision. In term of promotion customer mostly prefer sales promotion in reachable point. There were six variables that research had focused on. This is because those variables are considered as the most important variables used to develop a design, product packaging and product services and warranty. Among the six variables, it was found that quality is considered as the most important factor in developing product strategy. To be more competitive it was recommended that SFI review marketing strategy from time to time. It is also recommended that SFI find out other type of product to multiple their business activities.