

A STUDY ON CUSTOMER EVALUATION  
OF THE ATTRIBUTES TOWARDS PIONEER  
SUN-MIX CONCRETE SDN. BHD.  
READY-MIX CONCRETE IN NORTHERN  
REGION SPECIFICALLY PENANG

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## LETTER OF TRANSMITTAL

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Dear Madam,

### **RE: SUBMISSION OF FINAL RESEARCH PROJECT PAPER**

I hereby enclose a research report title “ **A Study on Customer Evaluation Of The Attributes Towards Pioneer Sun-Mix Concrete Sdn. Bhd. Ready-Mix Concrete in Northern Region, specifically Penang**” by Pioneer Sun-Mix Concrete Sdn. Bhd. Northern Region. The purpose of this work is to determine effectiveness of marketing activities the Sales department has carried out in attempting to improve the quality of the product entirely through the sales activities.

The findings from this study will benefit Pioneer Sun-Mix Concrete Sdn. Bhd. in its future marketing decisions.

I do hope that this project paper will meet your requirement.

Thank You.

Yours faithfully,

**ADNAN HASSAN**

## ACKNOWLEDGEMENT

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## ABSTRACT

This research is conducted upon the business operation of Pioneer Sun-Mix Concrete Sdn. Bhd. It was placed and emphasis on the customer evaluation of the product of Pioneer Sun-Mix Concrete Sdn. Bhd. product. Since the merger with Pioneer Limited from Australia, Pioneer Sun-Mix Concrete Sdn. Bhd. improve themselves in product quality through the assistance of advance technology. Pioneer Sun-Mix Concrete Sdn. Bhd. believes that they are now providing to the market the best quality of product. Believing that they delivering the product at superb performance, Pioneer Sun-Mix Concrete Sdn. Bhd. still leading the market of ready-mix concrete with the same proportion of growth. This study important for the company in the effort of differentiating themselves away from the competitor base on what they have done in marketing activities. The term 'value' however is difficult to be identified clearly as it relate with the awareness, understanding and customer readiness to use it as a requirement towards their product.

Economic recession that took place in mid 1997 has give impact to the construction sector entirely and it continues to shrink. As the leader of the concrete market that constantly using value as the philosophy in market the product, Pioneer Sun-Mix Concrete Sdn. Bhd. always concern that their customer obtain value that to be said in each cubic of the product. Due to the volatile situation, the company should react in the way that will maintain the stronghold in the concrete market through focusing on customer. Removing barriers between the customers and themselves can do this. Even