



**A STUDY ON CONSUMER AWARENESS TOWARDS
MARKETING COMMUNICATION ACTIVITIES OF THE
JESSELTON POINT
CONDUCTED BY SURIA BUMIRIA SDN BHD**

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OCTOBER 2003

ACKNOWLEDGEMENT

First and foremost, I would like to praise and thank to Allah SWT for giving me the patience and healthiness in completing my research study.

I would also like to take this opportunity to extend my deepest gratitude to my advisor, Madam Hasnawati Hj. Guliling for her encouragement, advises and guidance in making this research study complete in proper manner. My gratitude also goes to Madam Sumaffiatiee Sulong as my second examiner for this research study.

Special acknowledgment is given to Tn. Hj Zainie Bin Abdul Aucasa, Executive Director of Suria Bumiria Sdn Bhd for giving me a great opportunity to be a practical trainee at Suria Bumiria Sdn Bhd (SBSB). A special thanks to my supervisor, Mr. Dzulfikar Othman for giving me a guidance, critique, advises and opportunity during my practical training. Not to forget to Mr. Jackie Kane, Mrs. Hasmah, Mrs Siti Zuraidah, and Ms. Nor Zeeianah for their willingness to share their time, support, valuable information and advises especially in completing my research study. I want also to thank to all those people who have directly or indirectly help and support me. I really appreciate for all the support, assistance and guidance.

Last but not least, the special thanks go to my beloved family and friends who have been very supportive, understanding and patience during the entire period of my research study.

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ABSTRACT

This study was conducted to identify the awareness towards marketing communication activities of Jesselton Point that conducted by Suria Bumiria Sdn Bhd. This study is also to identify the effectiveness of current marketing communication activities of Jesselton Point. Marketing is everything a company does to acquire customers and maintain a relationship with them. Therefore this study will help the company to enhance their marketing communication activities to make Jesselton Point is the first venue to visit.

During my practical training at Suria Bumiria Sdn Bhd, about 130 questionnaires were distributed to the local regular customers that visit to Jesselton Point. Descriptive research was used to obtain the data. The sampling technique that was used in conducting this study is convenience sampling. It is attempts to obtain a sample convenience element.

At the end of this study, recommendations are made in order to help the company to enhance and improve their marketing communication activities even though the promotion activities are effective. Therefore the company will achieve their target and objective which is to make Jesselton Point the most interesting and active venue in town.