



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

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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.