



A STUDY ON CUSTOMER PERCEPTION TOWARDS
SME SAVE N GROW PRODUCT OF TM IN KOTA
KINABALU CITY, SABAH.

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Abstract

This research paper is a part of fulfilling the syllabus requirement for MKT 662 in order for a final year student of Bachelor of Business Administration (Hons) Marketing to obtain a degree. The research is mainly about studying CONSUMER RECEPTION AND POINT OF VIEW TOWARDS TELEKOM MALAYSIA BERHAD PRODUCT (SME SAVE N GROW). The objectives of this research is to study consumer's perception towards TM SMI Save N Grow product especially for small medium enterprise and small business in Kota Kinabalu, Sabah.

Consumer reception of SME Save n Grow depends on the benefits, reward and savings of the program. In addition, the study also tells that most consumers in Kota Kinabalu are familiar and alert of SME Save n Grow program and most of them already join the plan. Furthermore, this study also reveals that there is a huge difference of familiarity towards the program between other races.