



UNIVERSITI TEKNOLOGI MARA

BBA (HONS) Marketing

Faculty of Business Management

**A STUDY ON CUSTOMER AWARENESS
TOWARDS DRIED SEAWEED:
CASE OF FISHERIES AND FOOD
INDUSTRIES, INNOPRISE CORPORATION
SDN.BHD.**

SHEENA MARILYN JAIS

2006131567

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FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA KINABALU

FACULTY OF BUSINESS MANAGEMENT

UTM, KOTA KINABALU

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First of all, thanks to God for all the strength and his blessing that he gave me for completing my Marketing Research Project entitled " A Study on Customer Awareness Towards Dried Seaweed: Case of Fisheries and Food Industries, Innoprise Corporation Sdn. Bhd."

ABSTRACT

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1.1 Background of Corporation

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1.2 Objective of Study

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1.6 Research Question

1.7 Limitations of Study

1.8 Significance of Study

1.9 Definition of Term

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ABSTRACT

This research was conducted to study about the customer awareness and acceptance towards the dried seaweed. Dried seaweed is a healthy and new product in the market thus it needs to attract the customer. Here the objectives of this research is to know the level of awareness and acceptance besides to identify the customer suggestion and recommendation towards the dried seaweed that been offered by Fisheries and Food Industries.

In order to achieved the objectives, information are been gathered through distribution of questionnaire to the public with a selected area. Through the distribution of questionnaire, data will be collected which then will be processed by using the Statistical Package for Social Science (SPSS). The information that been obtained through this process then will be converted into charts and tables in the final process for evaluation.

Apart of that, there are some recommendation and suggestion been given through this research where towards end of this study, this feedback can be used by Fisheries and Food Industries to improve their product in future.