



**A STUDY ON THE IMPLEMENTATION OF A  
MARKETING PLAN FOR  
DEWAN BAHASA DAN PUSTAKA SARAWAK**

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## **ABSTRACT**

This project paper is to fulfill the requirements of the Bachelor of Business Administration with Honours (Marketing) program.

As the purpose of the project paper, I decided to do "A Study on the Implementation of a Marketing Plan for Dewan Bahasa dan Pustaka Sarawak". The rationale why I do a Marketing Plan for Dewan Bahasa dan Pustaka Sarawak because it was easy for me to seek out for related and relevant information while I was attached there for three months during my industrial attachment.

This project paper will only focus at the Dewan Bahasa dan Pustaka of Sarawak branch. Research had been done successfully and it examines the reader's of the promotions made by Dewan Bahasa dan Pustaka Sarawak, SWOT analysis of the organization, reader's satisfaction towards the current market situation, pricing strategy, distribution strategy, the competition, the quality, marketing strategy, actions program, financial and marketing objectives, financial overview and controls.

This project paper will concentrate on analysis and findings of the problem statement and giving the conclusions and recommendations to improve the organization performance in the future.

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

DBP is an organization that had been given the autonomy by the government to compile the build-up and the expansion programs for the language and literature, and implementing the publication and book selling activities.

#### **(i) Mission**

DBP's mission is able to make the Malay language as a powerful language of knowledge in the build-up of a civilization nation.

#### **(ii) Vision**

DBP's visions are judicious, grateful, trust, fair, and candid.

#### **(iii) Philosophy**

DBP's philosophy is to build-up a nation country through the Malay language.

#### **(iv) Motto**

DBP's motto is language the soul of the nation.

## **2.0 LITERATURE REVIEW**

This study will point out the meaning of marketing plan, and further clarifies the requirement for such plans in a publishing organization.

### **2.1 MARKETING PLAN**

According to Phillip Kotler in his book *Marketing Management*, "Marketing oriented strategic planning is the managerial process of developing and maintaining a viable fit between the organization's objectives, skills, and resources and its changing market opportunities." The aim of strategic planning is to shape the company's businesses and products so that they yield target profits and growth.

There are some other definitions of marketing plan defined by David S. Hopkins (1983) was, "the idea marketing denotes its centering on the marketing function, which potentially includes all those activities concerned with supplying products and services to customers at a profit. Thus, a typical marketing plan covers the whole range of concerns of marketing management as expressed in programs for sales, distribution, advertising and promotion, including support provided by specialists in marketing research, sales forecasting, budgeting and so forth."