

**A STUDY ON MARKETING OF LOCAL MANUFACTURED BUS
BY UMW-DENNIS SPECIALIST VEHICLES SDN BHD
IN MALAYSIA**

**A GRADUATION EXERCISE SUBMITTED AS A
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(TRANSPORT)**

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ABSTRACT

UMW DENNIS Specialist Vehicles is a wholly subsidiary of UMW Group in Malaysia. They have started their operations since 1994.

Due to their young age, certain actions and strategies should be done to introduce the company to the public. This includes the marketing strategies that they should plan. All this is done to introduce the product to the people and make a profit to the company.

In order to know to what kind of product that the customer need, a survey have been done, recorded and analyse. All the bus operators'(respondents) and bus suppliers' (competitors) perceptions and opinions are stated in this thesis.

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