

ACKNOWLEDGEMENT



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We thank god, eventually we had managed to complete this dissertation to fulfill the requirements for Executive Master of Business Administration (EMBA).

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We first waves of thanks go to the Farm Manager of Desa Cattle (Desa) Sdn Bhd, Mr Jeffrey Mohan, Sales Manager, Sales Manager and Sales Executive of Desa Integrety Farm Industries Sdn Bhd, Mr Alberto Arguelles and Mr John Johnson and Sales Manager Human Resource and Training of Desa Group of Companies, Mr

THE RELATIONSHIP BETWEEN MARKETING COMMUNICATION AND PRODUCT AWARENESS: A CASE STUDY OF DESA CATTLE SDN BHD COMPANY, SABAH

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CHERRYCIA YOAG
MARYLYN JAMES ARIK
SITI ZAROHANA A. OMAR @ AMAR

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There for us in our 2 years journey, excitement and understanding have been our strengths and the type and we will not be forgetting the course and project. It is definitely have been a journey of knowledge and life. With lots of love we thank you from the bottom of our heart.

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PRODUCT AWARENESS: A CASE STUDY OF DESA CATTLE SDN BHD
COMPANY, SABAH**

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