

MARA INSTITUTE OF TECHNOLOGY

SHAH ALAM

40450 SELANGOR

A STUDY ABOUT CONSUMERS' ACCEPTANCE

TOWARDS NEWTON PRODUCTS

PROJECT FOR:-

SCHOOL OF BUSINESS AND MANAGEMENT

AS A COURSE REQUIREMENT TO OBTAIN

A DIPLOMA IN BUSINESS STUDIES.

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NOV. 1985

## ACKNOWLEDGEMENT

In the name of ALLAH, the compassionate and the most merciful.

Alhamdulillah, with the grace of ALLAH, we managed to complete this project paper of Buisness Research to the best of our knowledge and abilities.

We would like to take this opportunity to record our appreciation and gratitude to the people who have spent their precious time and energy in guiding us through out the process of research to the completion of this report.

Our foremost gratitude is due to PUAN KHATIJAHT BT. KASIM, who aivised us on relevant areas of the topics and guide us towards proper assortment of materials.

Next is ENCIK HAMDAN B. ABDUL MA'AD for his profficiency in sampling techniques. He has helped a lot in the construction of questionnaires and the collection of valid data.

ABSTRACT

This project paper reveals the perception of Newton products among consumers. Their acceptance and attitudes towards the products and the size of market segment, actually achieved in the effort of distributing them. The degree of acceptance indicates what is lacking in Newton products, that are present in order as part of the product attributes that would help consumers to make their decisions in making a purchase. The findings would lead to steps to be taken in order to improve the marketability of Newton products.

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