

**A STUDY ON MARKETING STRATEGY FOR  
COMMERCIALIZATION OF THE MEDALLION JETTY,  
JESSELTON POINT**

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*1.1 Background of Suria Bumira Sdn Bhd*

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*1.4 Research Objective*

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*1.5 Research Methodology*

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This research paper is about finding the right marketing strategy for commercializing Medallion Jetty of Jesselton Point, Kota Kinabalu, Sabah. This research is focusing on finding out the perception of public people about Medallion Jetty. The data was analysed using the descriptive statistic, with the help of SPSS. The findings of this research show that there are several marketing strategies to commercialize the jetty. It is hoped that this research will help Suria Bumiria Sdn. Bhd. to commercialize Medallion Jetty.

Bumia Malaysia Berhad. It was established on the year 2005 to undertake property development projects. At the same year, Suria Bumiria Sdn Bhd entered an agreement with holding company SURIA and Sabah Ports Sdn Bhd to develop and manage 23.25 acres of land at Tanjung Lipta. Other subsidiaries of the Suria Capital are Sabah Ports Sdn Bhd (SPSB), SCHG Engineering Services Sdn Bhd, S.P. Satris Sdn Bhd, S.P. Satris Logistics Sdn Bhd, and Tribes Suria Sdn Bhd. Therefore, the whole corporate group is called Suria Group.

Suria Bumiria Sdn bhd manages the property and development services of Suria Group. The properties of Suria Bumiria Sdn Bhd, which are also as products, are Jesselton Point and upcoming project, Jesselton Waterfront

Jesselton Point, previously known as KK Ferry Terminal, is a historical jetty built by the British Colonial during WWII. It is located in the northern section of Kota Kinabalu city centre. In year 2006, Suria Bumiria Sdn Bhd was established to undertake property development projects in Kota Kinabalu. Jesselton Point was upgraded and rebranded KK Ferry Terminal by Suria