



**A PRELIMINARY STUDY ON BRAND NAMING PRACTICES
AMONG SARAWAKIAN MALAY ENTREPRENEURS**

HADINAWATI BINTI ABDULLAH

2001079838

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN**

APRIL 2008

TABLE OF CONTENT

CHAPTERS	DESCRIPTIONS	PAGE
	Declaration Of Original Work	ii
	Letter Of Submission	iii
	Acknowledgement	iv
	List Of Figures	v
	List Of Tables	vi
	Executive Summary	vii
	Table Of Content	
1	INTRODUCTION	1
	1.1 Background of Study	2
	1.2 Scope of study	3
	1.3 Problem Statement	6
	1.4 Research Objective	8
	1.5 Significance of Study	9
	<i>1.5.1 Business or Company</i>	10
	<i>1.5.2 Products or Services</i>	10
	1.6 Limitation of Study	11
2	LITERATURE REVIEW	12
3	RESEARCH METHODOLOGY	16
	3.1 The Data Collection	16
	<i>Primary and Secondary Data</i>	17
	3.2 Survey Instrument	17
	<i>3.2.1 Questionnaires</i>	18
	<i>3.2.2 Structured Questions Interviewing</i>	19
	3.3 Population and Sampling	19
	3.4 Measurement	20
	<i>Nominal and Ordinal Scale</i>	20
	3.5 Procedure For Data Analysis	21
4	DATA ANALYSIS AND FINDINGS	22
	4.1 Factors Influencing In Brand Naming Process	22
	4.2 Activities Adopted In The Process of Screening and Selecting Brand Names	33
5	RECOMMENDATIONS	40
6	CONCLUSION	42
	REFERENCES	
	APPENDICES	

ACKNOWLEDGEMENT

I would like to thank all who have contributed to the development of this project. I am particularly indebted to my advisor En. Jati Kasuma Bin Ali who provides many helpful guidelines and insights that made me exposed on the importance of branding in the business field. And also not forgotten, Ms. Ellen Chung who provides helpful comments and clarifications toward the improvement and completion of this project.

I am also grateful to En. Hasnandi Mohd Jennis, En. Zamirudin Hj. Ahmad, Ms. Haslinda Mohd Shuib and Hasmah Anthony Hasbi for their support and cooperation during the project. Most importantly, however, I would like to thank the management of ORICON SDN BHD especially Hj. Zaidi Hj. Ahmad and Hj. Zamahari Hj. Ahmad for their support, encouragement and motivation that facilitate me to further and complete my study in Bachelor of Business Administration (Honours) (Marketing), November 2001 - April 2006.

EXECUTIVE SUMMARY

The purpose of this study is to identify and review besides obtaining insights and understanding on brand naming practices adopted among Sarawakian Malay Entrepreneurs within Kuching city area especially under Dewan Bandaraya Kuching Utara jurisdiction.

CHAPTER 1 enlighten on the Background and Scope of Study as well as trend in brand naming decision among entrepreneurs in the present day that covers under the Problem Statement of study. Besides that this chapter also covers the Research Objective, Significance and factors that might limit the exploration of the study.

Meanwhile, **CHAPTER 2** will enlighten on the Literature Review relating to this study, which consists all citations to articles in journals, magazines, newspapers, marketing research studies and technical reports whereby often provide summaries or abstracts of the material cited.

CHAPTER 3 of this study is pertaining to Research Methodology adopted as a means for data collection from the field work i.e. Personal Administered Questionnaire and Personal Interviewing session. Thus, the process would involve the Primary and Secondary Data, Survey Instrument, Population and Sampling of respondents towards the end. Apart from that, this chapter also covers on the method for analyzing data which is Nominal and Ordinal Scale.

CHAPTER 1

1.0 INTRODUCTION

In today's crowded and competitive environment, the biggest challenge for companies to compete in the market place is how to differentiate themselves from competitors. All other things being equal, the only feature that will help consumers identify and differentiate one organisation to one another in the market is **BRAND** (*Malaysia External Trade Development Corporation*).

A strong brand image is the only asset a company can develop that cannot be copied. Promotion is a vital element of branding. Companies committed to develop, promote and manage the brands in order to ensure that the brand is well positioned in the market and contribute to developing the image of the organization as a reliable supplier of quality brands.

Brands are assets that require investment to nurture and develop. It requires a change in the mindset of top management about what building brand really involves. Apart from the registration of a name or logo it also requires a promise to deliver what has been communicated to the consumer, consistency in the quality of products and services offered as well as an assurance of availability of supply to the market.