



BORANG INVENTORI PROJEK PELAJAR

PERKARA	MAKLUMAT INFORMATION
Program <i>Program</i>	DPM
Jabatan <i>Department</i>	PERDAGANGAN
Semester/ Tahun <i>Semester/ Year</i>	LIMA
Tajuk Projek <i>Project Title</i>	THE BRAND EQUITY OF KOKO MINDA FOOD INDUSTRIES FROM CUSTOMERS PERSPECTIVE
Jenis Projek <i>Type of Project</i>	PROJEK PERNIAGAAN
Kategori Kluster Penyelidikan <i>Category/ research Cluster</i>	SAINS SOSIAL
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Penyelia Bersama <i>Co-Supervisor</i>	
Abstrak <i>Abstract</i>	Brand equity refers to the premium value that a company generates from a product with a known name. Koko Minda can create brand equity for their products by making it memorable, recognizable, and superior in quality and reliability. This project objective is to determine the factors affecting brand equity from customers view. Brand equity consist of 5 dimension including brand association, brand awareness, brand loyalty, image quality and brand image. The method of collecting data is divided by two, primary and secondary data. For primary data, we get data from journals, articles that we have read. Secondary data are from questionnaires and interviews. An interview session was conducted with the Koko Minda's manager. A total of 100 questionnaires were distributed

	<p>as surveys to gauge customers' perspectives on Koko Minda products. Respondents consist of customers who have purchased Koko Minda products. The result shows brand equity in Koko Minda from customer perspective. Based on brand association, consumer are very particular about safe products to consume. In brand awareness consumer know on how Koko Minda's looks like. For brand loyalty, consumer will recommended to others about Koko Minda's product. For brand image, Koko Minda good reputation, attractive and established. Lastly, for perceived quality, Koko Minda have a good product, good quality, good performance, very reliable and better compared to their product. The findings of this project will be linked to the solution and will increase the customer's knowledge about product.</p>
<p>Keyword <i>Keyword</i> (max 5 word)</p>	<p>Brand Equity, Brand Awareness, Brand Loyalty, Image Quality, Brand Image</p>
<p>Objektif Projek <i>Project Objectives</i></p>	<ol style="list-style-type: none"> 1. To conduct the current situational analysis at Koko Minda Food Industries (M) Sdn Bhd. 2. To determine the factors affecting brand equity from customers view. 3. To formulate suitable strategies that will increase brand equity at Koko Minda Food Industries (M) Sdn Bhd.
<p>Skop Projek <i>Project scope</i></p>	<p>Brand Equity</p>

IP No		
Dapatan <i>Finding</i> (500 words max)	<p>The results show that brand equity in Koko Minda Food Industries from the consumer's perspective. Brand equity consists of several factors including brand association, brand awareness, brand image, perceived quality and brand loyalty. Based on the highest mean scores, brand association shows mean scores is 3.75. Koko Minda's consumers are very particular about safe products to consume, Koko Minda have their own personality, Koko Minda's brand is well priced, Koko Minda can compete with the other cocoa brand. Secondly for brand awareness have 3.53 mean scores. Consumers know about the existence of cocoa products, consumer know how Koko Minda's looks like, aware Koko Minda that appeared in the market, Characteristic of Koko Minda come to consumer mind, and also can recall symbol and logo of Koko Minda Food Industries. Third, mean score brand loyalty is 3.45 shows that consumers will recommended Koko Minda's product to others, that Koko Minda are very satisfied in the market, and Koko Minda are the first choice compare with the others brand. Next, in brand image mena scores is 3.80, Koko Minda has clean image shows at the highest mean scores, Koko Minda has good reputation compared with other, Koko Minda's brand is attractive and well established. Lastly, mean score for perceived quality is 3.85. Koko Minda Food Industries has good product, good quality, good performance, Koko Minda's product is very reliable and better from others product.</p>	
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500words)	<p>We suggest for futher researcher who really want to continue our project, you can find others factor that will influenced brand equity in Koko Minda's products. Researchers also should expand the scope of the respondent to get more results that will help in the implementation of the business project. In reviewing this study, we propose several suggestions that prospective researchers should consider in order to examine other factors that may affect brand equity. For example, researchers can study others factors that influence brand equity for information purposes. In this way, researchers can take a closer look at the Cocoa Mind brand equity from a consumer perspective.</p>	
Gambar berkaitan projek <i>Picture related to project (700kb)</i>		
Rating/Level	JABATAN	

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Borang ini perlu diisi oleh pelajar dan dihantar kepada penyelia/ penyelaras projek dalam bentuk hardcopy dan softcopy (borang LAMPIRAN J) dan gambar hasil projek dalam format jpeg/bitmap) bersama laporan akhir dan hasil projek.

