

Title of Thesis	Study of Customers and Their Performances of Beauty Salons in Miri
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ABSTRACT

For understanding the marketing management development in major beauty salons in Miri, the researcher need to know the basic of marketing management skills that used in beauty business in Miri. Although there might be conducted different research in this aspects but this study will let people have an overall basic knowledge of marketing management in beauty business.

This study also helps to find out the target markets of beauty business. It helps to identify the characteristics of people and from there to observe the exact target markets for beauty business. Besides, the study is also showing customers react with the price of services and products in the beauty salon. Then the price of the services and products related to which kind of concern that they set up the prices. Furthermore, the study is to find out the location that might affect the decision making of customers that choosing to visit the beauty salon. It finds out which area in Miri will become the most preferable for customers that they will choose to visit the beauty salon.

These research goals are to help the beauty business in Miri develop a basic knowledge in marketing management skills, improve their strength and overcome the weaknesses or shortages of their marketing skills, and create a high efficient work environment. The goals can be achieved through implement a good knowledge in overall basic marketing management development programs in major beauty business in Miri to improve the marketing skills of beauty business.

The researcher for this thesis decided to choose quantitative way which the collection method is using questionnaire. It involves using a self-designed questionnaire in collecting data from the respondents. Using questionnaire is an effective method because it is easy way to collect the opinion from large group of people and show the real life data opinions as well. It can help the researcher to better understand about the marketing management of beauty business in Miri.

Future research can further explore the marketing management among the beauty salons in Sarawak. Besides that, further investigation also can include the specific reasons for every single questions that concern about the marketing management. Furthermore, future research can investigate among the training, self-reading, and doing research, which types of methods are more effective to the beautician for improving their services.