



**UNIVERSITI TEKNOLOGI MARA
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**“REBRANDING OF CAMPBELL COMPLEX AND IMPACT
TOWARD ITS BRAND EQUITY”**

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JUNE 2012

ACKNOWLEDGEMENT

To complete this research project on “Rebranding of Campbell Complex and Impact Towards Its Brand Equity”, I want to thank to Madam Ruhani binti Muhamad as my thesis advisor that guide me to complete my thesis project and also keep on supporting me during my industrial training. Also thanks to Madam Yasmin for having faith in me in completing the tasks.

In order to complete the student’s academic knowledge in practical condition of industry, twenty weeks of industrial training has been included in the final semester of Bachelor Degree in Business Administration (hons) Marketing (BM 220), I express my gratitude to Mr. Zulbahari for allowing me to do my industrial training at Campbell Complex a property of Lim Thiam Leong Realty Sdn Bhd (a company of Shapadu Group) in Kuala Lumpur.

I have the honors to express my sincere thanks to the management of Campbell Complex (Lim Thiam Leong Realty Sdn Bhd) for providing me the opportunity to pursue my training in their esteemed organization. I place on record my thanks to Madam Noraini binti Haji Husin as the property manager of Lim Thiam Leong Realty Sdn Bhd for giving me every sort of help and guidance. Other than that I also want to thanks to Miss Mariani as the Administrator Executive of Lim Thiam Leong Realty Sdn Bhd for helping me in term of built up my confidence level and self-esteem. I thank once to all the staff member of Lim Thiam Leong Realty Sdn Bhd with the active support at whom I was able to complete my project report successfully like Mrs. Lim, Ustaz Salman Sho and Mr. Safrizan.

I also want to thank to my MARA University of Technology that give me the opportunity to further my studies at their university. My lecturers Mr. Nik Rozhan, Dr. Zurina and all other lecturers in UiTM City Campus for teaching me until I finish my studies. Other than that, I also want to thank to my 2nd examiner, Tuan Haji Shukri to be part of my advisor and also for understanding and supporting my studies.

I also want to thank to my parents for support all the times and giving me support in term of financial and moral. My parents want me success in my life and become a good person, good son, good people, good husband and father (in future).

For helpful comment and suggestions, I gratefully acknowledge to my beloved special friend, Muhammad Hanif bin Hassan for giving me support during finishing my this thesis project. Other than that, I also want to thank to my entire classmate who support me from the back.

ABSTRACT

Maintaining strong brand equity is not an easy task for the organization. Without proper planning and strategy, the brand might face lots of trouble. The same goes to the Campbell Complex. This shopping complex used to be very famous in the backdays. But now the situation is not the same anymore. The new management of Campbell Complex currently is worried about this situation. Therefore they had decided to rebrand the Campbell Complex but at the same time maintaining the advantage of this shopping complex. This study was done for the purpose to clarify the rebranding concepts and investigated the influences of rebranding toward brand equity. Structured questionnaire was used in this study. 110 questionnaires were distributed to the tenants and customers of Campbell Complex. Based on the analysis, it was found that rebranding (internal branding, repositioning, brand name and online advertising) influences brand equity. All concepts was found positively influenced brand equity

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