

# ACKNOWLEDGEMENT

The researcher would like to acknowledge her gratitude to The God Almighty for His blessings during the process of Research.

He would also like to show his appreciation to the Dean for authorizing his to conduct this research and to the Faculty members for their guidance in imparting knowledge.

The researcher would also like to express his gratitude to Mr. Andi Harlan for being a good counsellor in the conduct of the research and preparation of this thesis.

The researcher would like to convey his thanks to Mr. Jonathan Cornelius, The marketing manajer, who gave the researcher permission to conduct market research in Giant Store Inc and his friend Koji Miyauchi, Kenichi Tasaka and other for their cooperation.

Lastly, the researcher would like to thank her family and friends for their moral supports.