

5 Critiques of the Method

In this research, analyses have been carried out from information drawn from secondary data while data from primary sources are from observation study carried out in APIIT's main campus for a day and also with interviews carried out via the conduct of one personal interview together with survey on twenty students via mall intercept method, which may not be representative of actual population. Besides that, difficulties were encountered in gathering information on competitors, hence, resulting in depth competitors' analysis not being able to be conducted.

In view of the above limitations, it is recommended that more extensive research methods be used so that appropriate strategies can be recommended for the company to consider for implementation.