

APPENDIX D

A SUMMARY OF FREQUENCIES OF CLUSTERS IN THE MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES

Frequency Statistics

	Cluster	Title of brochure	Detail of programme	Methodology used in programme	Resource materials	Programme content	Programme focus	Target audience
N	Valid	63	63	29	2	63	19	46
	Missing	0	0	34	61	0	44	17

Frequency Statistics

	Cluster	Training provider	Registration form n info	Participants testimonies	Information on fee	Introduction to programme	Purpose of programme
N	Valid	63	62	10	12	39	14
	Missing	0	1	53	51	24	49

Frequency Statistics

	Cluster	Objectives of programme	Benefits of programme	Illustration	Catch phrase	Complimentary item	Discount and saving incentive
N	Valid	37	11	37	5	8	10
	Missing	26	52	26	58	55	53

Frequency Statistics

	Cluster	Claimable fee incentive	Certificate of completion	Facilitator profile	Company profile	Accreditation	Call and contact info
N	Valid	27	13	63	10	13	23
	Missing	36	50	0	53	50	40

APPENDIX E

DETAILS OF FREQUENCY OF EACH CLUSTER IN THE MALAYSIAN BUSINESS BROCHURES

1. Title of brochure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front pages	56	88.9	88.9	88.9
	on front and inside pages	7	11.1	11.1	100.0
	Total	63	100.0	100.0	

2. Detail of programme

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	57	90.5	96.6	96.6
	on front and inside pages	2	3.2	3.4	100.0
	Total	59	93.7	100.0	
Missing	System	4	6.3		
Total		63	100.0		

3. Methodology used in programme

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	14	22.2	48.3	48.3
	in inside page	13	20.6	44.8	93.1
	on front and inside pags	2	3.2	6.9	100.0
	Total	29	46.0	100.0	
Missing	System	34	54.0		
Total		63	100.0		

4. Resource materials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	1	1.6	50.0	50.0
	on inside page	1	1.6	50.0	100.0
	Total	2	3.2	100.0	
Missing	System	61	96.8		
Total		63	100.0		

APPENDIX E (cont.)

5. Programme content

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	28	44.4	44.4	44.4
	in inside page	35	55.6	55.6	100.0
	Total	63	100.0	100.0	

6. Programme focus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	18	28.6	94.7	94.7
	in inside page	1	1.6	5.3	100.0
	Total	19	30.2	100.0	
Missing	System	44	69.8		
Total		63	100.0		

7. Target audience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	24	38.1	52.2	52.2
	in inside page	22	34.9	47.8	93.8
	Total	46	73.0	100.0	
Missing	System	17	27.0		
Total		63	100.0		

8. Training provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	57	90.5	90.5	90.5
	in inside page	5	7.9	7.9	98.4
	on front and inside page	1	1.6	1.6	100.0
	Total	63	100.0	100.0	

APPENDIX E (cont.)

9. Registration form and information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	6	9.5	9.7	9.7
	in inside page	56	88.9	90.3	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

10. Participants testimonies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	4	6.3	40.0	40.0
	in inside page	6	9.5	60.0	100.0
	Total	10	15.9	100.0	
Missing	System	53	84.1		
Total		63	100.0		

11. Information on fee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	11	17.5	91.7	91.7
	in inside page	1	1.6	8.3	100.0
	Total	12	19.0	100.0	
Missing	System	51	81.0		
Total		63	100.0		

12. Introduction to programme

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	29	46.0	74.4	74.4
	in inside page	10	15.9	25.6	100.0
	Total	39	61.9	100.0	
Missing	System	24	38.1		
Total		63	100.0		

APPENDIX E (cont.)

13. Purpose of programme

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	12	19.0	85.7	85.7
	in inside page	2	3.2	14.3	100.0
	Total	14	22.2	100.0	
Missing	System	49	77.8		
Total		63	100.0		

14. Objectives of programme

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	27	42.9	73.0	73.0
	in inside page	9	14.3	24.3	97.3
	on front and inside pages	1	1.6	2.7	100.0
	Total	37	58.7	100.0	
Missing	System	26	41.3		
Total		63	100.0		

15. Benefits of programme

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	2	3.2	18.2	18.2
	on inside page	9	14.3	81.8	88.9
	Total	11	17.5	100.0	
Missing	System	52	82.5		
Total		63	100.0		

APPENDIX E (cont.)

16. Illustration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	35	55.6	94.6	94.6
	on front and inside pages	2	3.2	5.4	100.0
	Total	37	58.7	100.0	
Missing	System	26	41.3		
Total		63	100.0		

17. Catch phrase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	3	4.8	60.0	60.0
	in inside page	1	1.6	20.0	80.0
	on front and inside pages	1	1.6	20.0	100.0
	Total	5	7.9	100.0	
Missing	System	58	92.1		
Total		63	100.0		

18. Complementary item

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	1	1.6	9.1	9.1
	on inside pages	10	15.9	90.9	100.0
	Total	11	17.5	100.0	
Missing	System	52	82.5		
Total		63	100.0		

APPENDIX E (cont.)

19. Discount and saving incentive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	6	9.5	60.0	60.0
	on inside page	4	6.3	40.0	100.0
	Total	10	15.9	100.0	
Missing	System	53	84.1		
Total		63	100.0		

20. Claimable fee incentive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	27	42.9	100.0	100.0
Missing	System	36	57.1		
Total		63	100.0		

21. Certificate of completion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	1	1.6	7.7	7.7
	on inside page	12	19.0	92.3	100.0
	Total	13	20.6	100.0	
Missing	System	50	79.4		
Total		63	100.0		

22. Facilitator profile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	8	12.7	12.7	12.7
	on inside page	55	87.3	87.3	100.0
	Total	63	100.0	100.0	

APPENDIX E (cont.)

23. Training company profile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on inside page	10	15.9	100.0	100.0
Missing	System	53	84.1		
Total		63	100.0		

24. Accreditation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	12	19.0	92.3	92.3
	on inside page	1	1.6	7.7	100.0
	Total	13	20.6	100.0	
Missing	System	50	79.4		
Total		63	100.0		

25. Call and contact information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on front page	17	27.0	73.9	73.9
	in inside page	6	9.5	26.1	100.0
	Total	23	36.5	100.0	
Missing	System	40	63.5		
Total		63	100.0		