

**FACTORS THAT CREATES CUSTOMER
AWARENESS ON THE PROMOTION STRATEGIES
MADE BY MELAKA STADIUM CORPORATION**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2008



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

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LETTER OF SUBMISSION

18th April 2008

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "FACTORS THAT CREATES CUSTOMER AWARENESS ON PROMOTION STRATEGIES MADE BY MELAKA STADIUM CORPORATION" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



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ABSTRACT

Malacca Stadium Corporation was established with the main objectives of marketing the Sport Event and offers other services for local and international. Its main function is to provide goods and quality services to enhance their customers' satisfaction with their company's motto which is "Your Satisfaction is Our Priority". The main objective of this research is to study on "Factors that creates customer awareness on the Promotions Strategies Made By Melaka Stadium Corporation". Further, it is to know whether customers' are aware or not with the promotions activities made by Malacca Stadium Corporation.

For the purpose of this research, the descriptive and causal research was used, 60 questionnaires were distributed to people that live in Melaka. The questionnaires were managed to be collected using Nonprobability Sampling Technique. This research found that respondents are aware with the promotion strategies made by Melaka Stadium Corporation. Most of the respondents are aware on the event organized by Melaka. Compare to event, public relations gains a few people awareness. Therefore, Melaka Stadium Corporation must train their staff to public relations will gain more customer awareness. By having more people aware on the promotions activities made by Melaka Stadium Corporation, the company's can compete with others company and also increase the public awareness towards services they provides.