

**THE EFFECTIVENESS OF  
THE PROMOTIONAL TOOLS PRACTICED  
BY PUSAT ZAKAT MELAKA (PZM)**

**NORLELA BINTI ABAS**

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

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA (UiTM)  
KAMPUS BANDARAYA MELAKA.**

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## LETTER OF SUBMISSION

24<sup>th</sup> November 2008

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
110 off Jalan Hang Tuah  
73500 Melaka

Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper entitled **“The Effectiveness of the Promotional Tools Practiced by Pusat Zakat Melaka (PZM)”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely



**NORLELA BT ABAS**  
**2006867317**

**Bachelor of Business Administration (Hons) Marketing**




**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Norlela bt Abas, IC: 841115-01-6448  
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: 

Date: 24/11/2008

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## ABSTRACT

The research of “The Effectiveness of Promotional Tools of Pusat Zakat Melaka (PZM) was conducted with four objectives which are first to determine the current level of the effectiveness of the promotional tools used by Pusat Zakat Melaka, second to identify the most effective promotional tools by PZM, third to study the relationship between selected respondent profiles with the total or overall effectiveness and fourth to recommend how to improve promotional tools for Pusat Zakat Melaka. The respondents of this study were the people who pay zakat at Pusat Zakat Melaka and 70 questionnaires had been distributed. The researcher had used Simple Random Sampling as the sampling technique. In this study, descriptive statistics had been used to interpret the data such as reliability testing, frequency tables. From the findings, the respondents agree with the effectiveness of promotional tools which is advertising (billboard & banners), radio, and event used by Pusat Zakat Melaka. While the most effective promotional tools that Pusat Zakat Melaka should implement is billboards and banners. The results also show the relationship between the promotional tools with the overall or total effectiveness. Most of the promotional tools used by PZM have a positive, significant and strong relationship with the promotional tools effectiveness significant with the 0.000 at  $< 0.05$  level. Other than that, the research also shows the relationship between respondents' profile with the overall or total effectiveness. Beside, the research also came out with some recommendations in order to make the promotional tools of PZM become more effective and can create interest of Muslims to pay zakat. For example hold more public talk and exhibition, collaboration with government agencies and private sectors, and do a consistent advertisement in the radio and newspaper.