

**THE CUSTOMER AWARENESS TOWARDS
MARKETING CAMPAIGN OF DENAI ALAM
RESIDENTIALS IN SHAH ALAM**

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of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING


FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

I, Rahah Binti Kamarudin, I/ C Number; 840904-01-5048, 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 degree.
- 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: 28/4/2006

LETTER OF SUBMISSION

28 April 2006

The Head of Program
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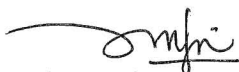
Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled "THE CUSTOMER AWARENESS TOWARDS MARKETING CAMPAIGN OF DENAI ALAM RESIDENTIALS IN SHAH ALAM" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,



.....
RAHAH BINTI KAMARUDIN
(2003478159)

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

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ABSTRACT

The purpose of study is to identify the awareness of customers towards marketing campaign of Denai Alam residential done by Guthrie Properties Development Holding Berhad (GPDH). It also will help the company to determine whether their marketing campaign had been done effectively or not. Based on the company, the customers' awareness towards marketing campaign can be gain by choosing the right tools, the frequency of doing campaign and the creativity of the campaign. If the level of awareness is high, it shows that the marketing campaign is done effectively and people know about the Denai Alam project as well. If not, GPDH need to come out with new strategy for their marketing campaign.

In this study, researcher used the primary and secondary data as well to collect the data. Researcher also used the convenience sampling where 100 of respondents are being chosen to answer the questionnaire. The respondents are comprised of the potential customers that come to the Bukit Jelutong sales office. After collect the data from respondents, the result shows most of them are aware to the any marketing campaign of Denai Alam project that undertaken by the company. Researcher also identify that creativity is important to create better awareness towards the campaign. This study also help the company to identify the area that they need to improve in order to create better awareness. The recommendations that come from the researcher and the respondents also can be found in this project paper.