

**THE EFFECTIVENESS OF PROMOTIONAL
TOOLS
IN ENHANCING AWARENESS OF MSCORP'S
PRODUCTS**

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**Submitted in Partial Fulfilment
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(Hons) Marketing**

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

2007

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, ALFIEE QUSYAIRI BIN ABD PATAH, (831205-01-5909)

Hereby, declare that,

1. This project paper has not previously been accepted in substance or any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
2. The results from this project paper consist my independent work and research accepts some information that stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of our information have been specially acknowledged.

Signature: 

Date: 11/5/07

LETTER OF TRANSMITTAL

11 MAY 2007

The Head of Programme
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**THE EFFECTIVENESS OF PROMOTIONAL TOOLS IN ENHANCING AWARENESS OF MSCorp PRODUCTS**" to fulfill the requirement as needed by the Faculty of business Management, MARA University of Technology.

Thank You.

Yours sincerely,



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ABSTRACT

In general, promotion is the basic prominent in ensure each new firms penetrate market and keep sustaining growth for existing firms. However, after all this while, MSCorp had used almost all tools to promote their products to the public, but then, it still doesn't show any positive results. Without knowing where the weakness point, the objectives of promotions cannot be achieved or targeted.

Thus, the study is undertaken to examine what are the pertinent factors that lead to the existing problem. The objective of this study is to determine the effectiveness of the limited promotional tools used by Malacca Stadium Corporation (Mscorp, to identify any association between promotional tools that customer gets familiar with the products with level of awareness among customers, to identify the association between promotional tools that customer gets familiar with the products with level of interest and desires among the customers towards the Mscorp's product, to identify the association between the promotional tools that customer gets familiar with the products with the action taken among the customers towards the Mscorp's product, and lastly to determine the promotional tools that the customer expects to raise their exposure towards MSCorp products.

The findings shows that, from all the 3 major MSCorp's product, only one product (sports facilities) that respondents aware. The results also shows that majority of the respondents know the MSCorp's product through word of mouth. Besides that the result revealed that most of the respondents expect that MSCorp should advertise about their product trough television, radio and also newspaper. And from the

hypothesis testing, it shows that all of them have a significant relationship with the P value < 0.01 . After identifying the problem and shortcoming of MSCorp's problems, perhaps it will provide general guideline and ideas to improve the problems as well as to enhance the customer loyalty with MSCorp in the future.

Lastly, recommendations and suggestion on how to overcome the problem and some ideas to improve the MSCorp operations have been identified in the last topic of this research. It is hope that it can help MSCorp to achieved successfulness in the future.