THE EFFECTIVENESS OF A'FAMOSA ROAD SHOW PROMOTION FOR THE YEAR 2005 / 2006

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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

2007

DECLARATION OF ORIGINAL WORK

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

The purpose of this study is to evaluate the effectiveness of road show promotion of A'Famosa Sales and Marketing Sdn. Bhd. in Kuala Lumpur. This is done by identifying several variables, which are thought able to give positive impact to sales, through surveys conducted on A'Famosa road show customers. Several analyses are carried out to evaluate the effectiveness. Methods such as frequency, cross-tabulation and correlation analysis are used in this research. This study is conducted by using probability sampling with questionnaires distributed to A'Famosa road show customers; a total of 50 respondents answered the questionnaires.

The three main variables identified in this study are **Sales Person, Packages** and **Promotion Booth**. These are thought to be the key variables in determining A'Famosa road show effectiveness. Demographic profiles of customers (age and income) are also used while determining the frequency of purchase of A'Famosa packages. Data analysis is conducted by using the SPSS program. Data analysis like frequency analysis, cross tabulation, regression analysis and the ANOVA test are employed in this study. For the findings, sales person variables are the most really affect the promotion performance. The packages and promotion booth variables are not the key that really give affects the road show performance. Sales person got highest significant value that really affect road show promotion.