

**CUSTOMER AWARENESS TOWARDS
PROMOTIONAL ACTIVITY OF SOUQ AND SELERA
PUTRA IMPLEMENTED BY PERBADANAN
PUTRAJAYA**

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of the Requirement for the
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**FACULTY OF BUSINESS MANAGEMENT
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MELAKA**

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DECLARATION OF ORIGINAL WORK



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

“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: _____



Date: 30/Nov/2006

LETTER OF SUBMISSION

30 November 2006

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“CUSTOMER AWARENESS TOWARDS PROMOTIONAL ACTIVITY OF SOUQ AND SELERA PUTRA IMPLEMENTED BY PERBADANAN PUTRAJAYA”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely



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TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	ix
LIST OF FIGURES	xi
ABSTRACT	xii
CHAPTERS	
1. INTRODUCTION	1
1.1 Introduction	2
1.2 Background of Company	2
1.3 Background of Study	5
1.4 Problem Statement	6
1.5 Research Questions	7
1.6 Research Objectives	7
1.7 Significance of Study	9
1.8 Scope and Coverage	10
1.9 Limitation of Study	10
1.10 Definition of Terms	11
2. LITERATURE REVIEW	13
2.1 Introduction	14
2.2 Marketing	14
2.3 Marketing Mix	14
2.3.1 Product	15
2.3.2 Price	15
2.3.3 Promotion	16
2.3.4 Place	16
2.4 Marketing Communication	17
2.5 Stages in Designing Communication Strategies	18
2.5.1 Identification of Target Audience	19

ABSTRACT

This research was conducted for the purposed of “Customer Awareness towards Promotional Activity of Souq and Selera Putra Implemented by Perbadanan Putrajaya”. The main objective of this research was to identify the level of customer awareness towards promotional activities done at Souq and Selera and to identify which media of promotional activity that will be more effective to increase customer awareness. For the purpose of study, descriptive research design had been adopted.

The respondent of this study was potential customers that visiting Putrajaya and locals living in Putrajaya. 50 questionnaires had been distributed to those customers who come to Souq and Selera Putra. The researcher had used stratified convenience sampling as the sampling technique. In this study, descriptive statistics had been used to interpret the data such as reliability test, tabulation analysis and cross tabulation. From the findings, there are 38% of respondents aware to any promotional activity of Souq and Selera Putra. The conclusion of this study was the outcome from the survey analysis and findings. Through the research, it shows that majority of respondents who are aware or not aware about any promotional activities done at Souq and Selera Putra said launching events is the most effective media to increase customer awareness. PPJ can launch more interesting and attracting events such as mini concert from local singers and awareness campaign. Besides that, PPJ can distribute more attractive flyers, doing creativity in their promotion and implementation of Integrated Marketing Communication.