



MODE A

**THE IMPLEMENTATION OF PROMOTIONAL MIX IN REACHING
MESINIAGA BERHAD'S TARGET MARKET**

AIMAN ZARIF BIN ANALIZ

2007137359

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

APRIL 2010



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

“DECLARATION OF ORIGINAL WORK”

I, AIMAN ZARIF BIN ANALIZ, (I/C NUMBER: 871227-14-5145)

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: _____

LETTER OF SUBMISSION

29 APRIL 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
University Technology MARA
Melaka City Campus,
110 Off Jalan Hang Tuah,
73500 Melaka

Dear Sir,

Sub: SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled "**The Implementation of Promotional Mix in Reaching Mesiniaga Berhad's Target Market**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

AIMAN ZARIF BIN ANALIZ
2007137359
Bachelor of Business Administration (Hons) Marketing

LIST OF CONTENTS

TITLE	PAGE
LETTER OF DECLARATION	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	v
ABSTRACT	vi
CHAPTER 1: INTRODUCTION	1
1.1. Background Of The Company	1
1.2. Issue Statement	4
1.3. Issue and Elements of the Study	5
1.4. Purpose of the Study	6
1.5. Definition of Terms	7
CHAPTER 2: LITERATURE REVIEW	7
2.1. Introduction	7
2.2. Direct Marketing	8
2.3. Advertising	8
2.4. Sales Promotion	9
2.5. Public Relations	10
2.6. Personal Selling	11
2.7. Conclusion	12
CHAPTER 3: RESEARCH METHODOLOGY	13
3.1. Data Collection Method	13
3.2. Data Presentation	14
CHAPTER 4: FINDINGS, CONCLUSION AND RECOMMENDATIONS	
4.1 Findings	15
4.2 Conclusions	19
4.3 Recommendations	20
BIBLIOGRAPHY	21
APPENDIXES	23

ABSTRACT

Promotions are a vital stage of marketing in conducting a business. It is one of the 4Ps elements. The promotional mix is the elements in promotions which are advertising, direct marketing, sales promotions, public relations and personal selling. Every element has different impacts than the other elements. Businesses normally would not use only one of the elements but would have combinations of several of the elements.

This research is made to study and find out the implementation of promotional mix by Mesiniaga Berhad in reaching their target market. Through this study, researcher wants to investigate what is the promotional mix implemented by Mesiniaga Berhad, how do they implement their promotional mix and why do the company implements those promotional mix.

The research methodology used to gather the information are the secondary data, interviews, annual reports, and many others. Here the gap analysis is done and the findings of this research is to answer whether the promotional mix used by Mesiniaga Berhad are effective or ineffective in reaching their target market.