EFFECT OF PROMOTIONAL TOOLS TOWARDS SALES AT TENAGA NASIONAL BERHAD (TNB) PORT DICKSON AMONG THE DOMESTIC CUSTOMER

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JULY 2015
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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 degree.
- This project paper is the result of my independent work and research, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: __________________                                                Date: JULY 2015
LETTER OF SUBMISSION

July 2015
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Dear Sir,

SUBMISSION OF PROJECT PAPER
Attached is the project paper title “Effect of Promotional Tools Towards Sales at Tenaga Nasional Berhad (TNB) Port Dickson Among The Domestic Customer” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.
Thank you.

Your sincerely

…………………………

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ABSTRACT

This research is about The Effect of Promotional Tools towards Sales at Tenaga Nasional Berhad Port Dickson among the Domestic Customer. The problem statement in this research is why the sales increase at Tenaga Nasional Berhad Port Dickson. There are four research objective in this research which are to identify the level of the sales at Tenaga Nasional Berhad Port Dickson, to determine relationship between Promotional Tools and Sales at Tenaga Nasional Berhad Port Dickson, to seek the most dominant Promotional Tool towards Sales at Tenaga Nasional Berhad Port Dickson and to identify the alternatives to improve sales at Tenaga Nasional Berhad Port Dickson. For the research methodology the domestic customer was used as the respondent. The method of sampling design is non probability sampling method and the technique that been use is convenience sampling. For the findings, this research is to test the reliability for the Cronbach’s Alpha, find the respondent profile, find the level of sales at Tenaga Nasional Berhad Port Dickson, identify the relationship between Promotional Tools and Sales or the correlations whether it is significant or not significant and the last finding is the most dominant Promotional Tools or the coefficients.
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