



**THE IMPACT OF PROMOTIONAL TOOLS TOWARDS CUSTOMER AWARENESS AT
MERCEDES-BENZ SHAH ALAM**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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I, NADIRAH HUSNA BINTI MOHAMAD KAMARUDIN, (I/C NUMBER: 891107-14-5368)

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 extract has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

NADIRAH HUSNA BINTI MOHAMAD KAMARUDIN

Date: JAN. 6, 2014

LETTER OF SUBMISSION

Nadirah Husna Binti Mohamad Kamarudin,
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January 6, 2014

Mr. Irzan Bin Ismail,
Head of Study Center,
Faculty of Business Management,
MARA University of Technology,
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Mr. Irzan,

RE: SUBMISSION OF THE FINAL THESIS REPORT

With reference to the above matter, enclosed here is my research paper entitled “The Impact of Promotional Tools towards Customer Awareness at Mercedes-Benz Shah Alam”.

2. This research paper is a partial requirement for the fulfillment of BBA (Hons) of Business Admin in Marketing and the objective of the study conducted is to measure level of customer awareness at Mercedes Benz Shah Alam and to identify the influences elements of promotional mix towards customer awareness at Mercedes Benz Shah Alam. Besides that, the objectives of this study is to determine the most influences factor towards customer awareness at Mercedes Benz Shah Alam and to identify the alternatives to improve customer awareness at Mercedes Benz Shah Alam.

3. Hopefully, this report meets your requirement and expectation.

Thank you.

Kind Regards,

Nadirah Husna Binti Mohamad Kamarudin.
Practical Student,
Bachelor (Hons) of Business Admin in Marketing,
UiTM Melaka.

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ABSTRACT

This study is conducted to determine the impact of customer awareness towards promotional tools in Mercedes Benz Shah Alam. From this study, we can know either the customers of Mercedes-Benz Shah Alam aware about their product or service or not. If their customer aware about their product, we can see the promotional tools that Mercedes-Benz done are effective and efficiency. While, if Mercedes-Benz not reach the customer awareness in their company, it is show that their promotional tools are not effective and efficiency. On the other hand, from this study the researcher want to measure level of customer awareness at Mercedes Benz Shah Alam and want to identify the influences elements of promotional mix towards customer awareness at Mercedes Benz Shah Alam. Besides that, the researcher wants to determine the most influences factor towards customer awareness at Mercedes Benz Shah Alam and want to identify the alternatives to improve customer awareness at Mercedes Benz Shah Alam. Furthermore, this study was dedicated to the description of the methods and procedures done in order to obtain the data, how they will be analyzed, interpreted, and how the conclusion will be met. So that, from this study will obtain the level of customer awareness at Mercedes Benz Shah Alam which are high or low andthe influences elements of promotional mix like advertising, personal selling, direct marketing, sales promotion and public relation towards customer awareness at Mercedes Benz Shah Alam. Besides that, the results from this study will gain the influences factor towards customer awareness at Mercedes Benz Shah Alam and the alternatives to improve customer awareness at Mercedes Benz Shah Alam.