A CASE STUDY TO INCREASE SALES OF PADU*MOBILE: THE PRODUCT OF HEITECH PADU BERHAD

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APRIL 2010
DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
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“DECLARATION OF ORIGINAL WORK”

I, Nor Atiqah Binti Abdul Razak, (I/C Number 870102-02-5196)

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: __5 MAY 2010__.
LETTER OF SUBMISSION

5 May 2010

The Head of Program
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Faculty of Business Management
Universiti Teknologi MARA
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “A CASE STUDY TO INCREASE SALES OF PADU*MOBILE: THE PRODUCT OF HEITECH PADU BERHAD“ to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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ABSTRACT

The relationship between marketing strategy and performance has been well documented. Successful marketing strategy basically depends on the firm’s ability to identify and influence the flows of customers into and out of the market. Marketing strategy requires these three decisions; where to compete, how to compete and when to compete (Chapter 2, Strategic Marketing). Good marketing strategy is become very important to HeiTech Padu Berhad since its product, Padu*Mobile, fail in the market. HeiTech Padu Berhad was launched Padu*Mobile on August 13th 2008, and the launching ceremony held at Impiana Hotel on November 25, 2008. Marketing strategies are generally concerned with 4P’s; product strategies, pricing strategies, promotional strategies, and placement strategies. But in this case study, the focus only on the promotional strategies since one of the factor contribute to the Padu*Mobile failure is the lack of promotional activities. The company needs to effectively utilize its entire promotional staff in a manner that a strength of one is use to offset the weakness of other to achieve its organizational goals and objectives, this can be done through appropriate promotional strategy or plan. The main objective of promotion is to build awareness, create interest, provide information, boost demand, and create brand awareness, brand loyalty and preferences.