



**THE IMPACT OF MARKETING PROMOTIONAL “MIX”
TOOLS AND CHANNEL OF DISTRIBUTION ON ZAKAT
COLLECTION PERFORMANCE:
A CASE STUDY ON PUSAT PUNGUTAN ZAKAT-MAJLIS
AGAMA ISLAM WILAYAH PERSEKUTUAN
(PPZ-MAIWP)**

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(HONS) FINANCE
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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Finance**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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2011



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“DECLARATION OF ORIGINAL WORK”

I, NURUL AZIAN BINTI MAMOD, (I/C Number: 881106-56-5150)

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 mark and sources of my information have been specifically acknowledged

Signature:

Date:

LETTER OF SUBMISSION

13th May 2011

The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE IMPACT OF MARKETING PROMOTIONAL MIX TOOLS AND CHANNEL OF DISTRIBUTION ON ZAKAT COLLECTION PERFORMANCE: A CASE STUDY ON PUSAT PUNGUTAN ZAKAT-MAJLIS AGAMA ISLAM WILAYAH PERSEKUTUAN (PPZ-MAIWP)”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you

Yours sincerely,

.....

(NURUL AZIAN BINTI MAMOD)

2009621964

Bachelor of Business Administration (Hons) Finance

ABSTRACT

The research on the impact of marketing promotion mix (tools) and channel of distribution on zakat collection performance was conducted with four objectives which are first to find out the promotional mix tools used by PPZ-MAIWP in enhancing the zakat collection performance, second to determine the channel of distribution of service provided in collecting zakat payment, third to identify the impact of promotional mix tools and channel of distribution of services on zakat collection and fourth to provide recommendation to improve in getting more zakat collection..

The efficient and effective promotion mix tools and distribution channel give advantage to collector and the payee of zakat. Promotion mix tools help PPZ-MAIWP to increase the awareness among people to pay zakat and the distribution channel make the people easy to pay zakat. With the strategy help PPZ-MAIWP to achieve their objective.

The research paper also further identified the impact of the promotion mix tools and the distribution channel to zakat collection performance. For example, the drastic increase in total collection had shown the important of this marketing strategy.

Some recommendations are made to enable PPZ to use more of the promotional mix tools. So that, collection of zakat can be increased further and the payers of zakat have better understanding towards obligation to pay zakat and how payment can be made more conveniently.