



**THE EFFECTIVENESS OF THE PROMOTIONAL TOOLS DONE BY AMAN  
PALESTIN BERHAD**

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**(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA**

**JULY 2014**

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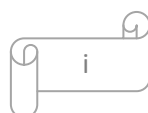
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**Submitted in Partial Fulfillment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**JULY 2014**





**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**We, NURUL IZATI BINTI MD JALIL, (I/C Number: 920217-06-5166) and SITI NUR HIDAYAH BINTI MOHD ALI (I/C Number: 910103-08-5768)**

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 have been distinguish by quotation marks and sources of our information have been specifically acknowledged.

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISION**

4<sup>TH</sup> JULY 2014

The Head of Programme  
Bachelor of Business Administration (HONS) Marketing  
Univeristi Teknologi Mara  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir/ Madam

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “THE EFFECTIVENESS OF A STUDY ON THE EFFECTIVENESS OF THE PROMOTIONAL TOOLS DONE BY AMAN PALESTIN BERHAD” to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Yours sincerely,

.....  
NURUL IZATI BINTI MD JALIL

2011465056

Bachelor of Business Administration (Hons.) Marketing

.....  
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2012865224

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## **ABSTRACT**

The purpose of this study was to investigate the relationship of the selected independent variables; advertising, direct marketing, and public relation with dependent variable which is the effectiveness of promotional tools. In order to provide a guide in the study, three hypotheses were formulated. Data were collected from 100 respondents using the questionnaire. This study was conducted at Aman Palestin Berhad. Then the results were analyses by using SPSS to find the significant relationship with the dependent variables. Through this study, it will help Aman Palestin Berhad to identify the new strategy that can be used to increase their promotions strategy.

