THE EFFECTIVENESS OF THE PROMOTIONAL TOOLS DONE BY AMAN PALESTIN BERHAD

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(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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JULY 2014
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Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)

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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 SUBMISSION

4TH 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,

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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.