



**The factors that influence the Sport Sponsorship Recognition
to Telekom Malaysia.**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
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MELAKA CITY CAMPUS**

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**The factors that influence the Sport Sponsorship Recognition to Telekom
Malaysia**

NURULHAZWANI MOHD JOAINI

**SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE
BACHELOR OF BUSINESS ADMINISTRATION
(Hons) INTERNATIONAL BUSINESS**

**FACULTY OF BUSINESS MANAGEMENT
UITM MELAKA**

APRIL 2011



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FACULTY OF BUSINESS MANAGEMENT
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MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, NURULHAZWANI MOHD JOAINI, (I/C Number : 880916-085752)

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 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: _____

LETTER OF SUBMISSION

Date of Submission

**The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
75000 Bandar Melaka
MELAKA**

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “The factors that influence the Sport Sponsorship Recognition to Telekom Malaysia” to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely,

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**NURULHAZWANI MOHD JOAINI
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Abstract

As TM's sport sponsorship huge growingly, people now are familiar with the sponsorship done by TM. For instance is Liga Malaysia. Thus it has questioned about what factor is actually has influenced the recognition of sponsor. TM has continuously become one of the important sport sponsors in Malaysia. Currently, TM has signed the five years deal sponsorship with the Manchester United. They have struggled very much in becoming the sponsor as they believe that sponsorship is one of the medium to promote their product and introduced their brand names at the international level.

The purpose of this study is to examine what factor has contribute to the recognition of sport sponsorship done by TM and the second purposes of this study is which sponsorship does influenced most to the recognition of sport sponsorship by TM. All the objective have been achieved thus the result of the study can be used as one of the important factor that can be considerate at the end of the year by allocating the 2012 budget. This study examines several factors that influence the recognition of the sponsorship done by the Telekom Malaysia. This independent variable had done by the previous researcher who was also done for the same purpose.

A set of Questionnaire has been distributed to the respondent in order to measure the factors that influence the recognition. The result can be used to be considered in allocating the budget next year.