

DECLARATION OF ORIGINAL WORK

**KMA MARKETING SDN BHD: A STUDY ON THE  
EFFECTIVENESS OF CHINA TRUCK'S PROMOTION**

**SITI NORASHIKIN BINTI KAMARUDIN**

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

**Submitted in Partial Fulfillment**

**of the Requirement for the**

**Bachelor of Business Administration**

**(Hons) Marketing**

(SITI NORASHIKIN BINTI KAMARUDIN, (I/C Number: K31005 12 2561)

I hereby declare that

This **FACULTY OF BUSINESS MANAGEMENT**

is my own work and is not to be considered for this degree or any other

degree.

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 listed in

**2006**

Signature: Siti Norashikin Binti Kamarudin

Date: April 21, 2006

## ACKNOWLEDGEMENT

Alhamdulillah, thank you to Allah for give me strength and spirit to complete this report.

The preparation of this research paper was strongly depend on the number of people for their generous support and assistance in completing this Project Paper.

First of all I wish to express my sincere gratitude and appreciation to Pn Zabedah Zainal Abidin as my advisor of this project paper for guidance and advice throughout this research.

I would also like to thanks to Mr Mohd.Shamlie Salisi, the course tutor of Business Administration (Hons) Marketing for giving me support. I would like to thanks to Pn Noorziah Mohd Salleh as my second examiner. Thank you very much for your guidance and critiques. Not forgetting to all lecturers of Uitm Sabah, especially to Prof Madya Matyasin Jamil for his effort in facilitating us with SPSS program.

My special thanks to Mr Jerome Chai as my supervisor, the manager of special function from Marketing and Operation Department. I also wish to express my appreciation to Mr Hoh Fui Yin, the Training Manager and Mrs Judith Yee the Human Resources Manager for their arrangement on my practical training and all the staff of the KMA Marketing Sdn Bhd. Thank you very much for the co-operation you have given to me along my attachment with your organization.

Last but not least, a thousand thank you for to my family and friends. Thanks for all your support, without your support I might not be able to complete this project with full enthusiasm.

Thank You.

<b>TABLE OF CONTENTS</b>		<b>PAGE</b>
<b>ACKNOWLEDGE</b>		iv
<b>TABLE OF CONTENTS</b>		v
<b>LIST OF TABLES</b>		ix
<b>LIST OF FIGURES</b>		xii
<b>ABSTRACT</b>		xiii
<b>CHAPTERS</b>		
<b>1.0: INTRODUCTION</b>		
1.1: Background & Scope of Study		22
1.1.1: Background of Company		1
1.1.2: Background of Study		2
1.1.3: Scope of Study		3
1.2: Problem Statement		4
1.3: Research Objectives		5
1.4: Research Questions		6
1.5: Significance of Study		7
1.6: Limitation of Study		8
1.7: Definition of Terms		9
<b>2.0: LITERATURE REVIEW</b>		
2.1: Promotion Definition		11
2.2: Promotion Essentials		11
2.3: The Effectiveness of Promotion		12
2.4: Measuring the Effectiveness of Sales Promotion		13
2.5: Reason to Measure Effectiveness		13
2.6: Excellent Service Promoter's Strategies in Order to Gain Customers		14
2.7: Sales Promotion Effectiveness		15
2.8: Promotions and Marketing Communication in the Information Market Place		16

2.9: Reconfiguration of Supply Chains and Implications for Transport	17
2.10: Effectiveness and Efficiency of Operations	18

### **3.0: RESEARCH METHODOLOGY AND DESIGN**

3.1: Data Collection Methods	20
3.1.1: Primary Data	20
3.1.2: Secondary Data	22
3.2: Sampling Design	22
3.2.1: Target Population	22
3.2.2: Sample Size	23
3.2.3: Sampling Technique	23
3.3: Data Analysis Methods	23
3.3.1: SPSS	23
3.3.2: Cross Tabulation	24
3.3.3: Table, Charts and Graph	24
3.4: Theoretical Framework	25

### **4.0: RESEARCH FINDINGS**

4.1: Gender	28
4.2: Age Group	29
4.3: Educational Level	30
4.4: Level of Income	31
4.5: Race	32
4.6: Occupation	33
4.7: District of Origin	35
4.8: Ever Seen Any of the Promotional Activities by KMA Marketing Sdn Bhd	37
4.9: The Types of Promotion Tools That the Respondents Have Followed	38

## ABSTRACT

This research is mainly about the study on the effectiveness of China Truck's promotion carried out by KMA Marketing Sdn Bhd. The objectives of this research are to identify the effectiveness of China Truck's promotion carried out by KMA Marketing Sdn Bhd, to find out the factors that contribute to the effective or ineffective of their China Truck's promotion and to recommend some improvement to increase the ineffective of China Truck's promotion.

The first chapter contains the introduction and background of study that include scope of study, problem statement, research objectives, significance of study, research questions, the limitation of study and the definition of terms.

The second chapter is literature review. Literature review is the information that is the researcher obtained from books, journal and some of the printed media to support this research. The information must be relevant with the topic of research.

The third chapter is research methodology. Research methodology is explains the method that has been used to analyze the study. The researcher used primary and secondary data to obtain the information.

The study was conducted among 130 respondents in Kota Kinabalu area by using convenience sampling technique. The results were analyzed and computed for frequency and cross tabulation.

Based on the findings, several recommendations are been proposed to the company. The recommendations are in order to improve the company's promotion, especially for China Truck.