



EVALUATIVE STUDY ON THE EFFECTIVENESS OF
PROMOTIONAL TOOLS IN SABAH CREDIT CORPORATION

ALISIAHTON BINTI JUNARDI

2005651357

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FACULTY BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA KINABALU

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ABSTRACT

This study is conducted for the purposes to identify the level of the effectiveness of existing promotional tools and to identify the most effective way in promoting Sabah Credit Corporation's products. Besides that, the other objective is to suggest several strategies on how to improve its promotion strategies and attract new markets. This promotion effectiveness is depending on four promotional tools in Sabah Credit Corporation, which include word-of-mouth communication, brochure, website and exhibition. In this study, the measurements are used to identify the effectiveness level of each promotional tool. There are divided into two groups: rank 1 and 2 considered effective promotional tools while rank 3 and 4 are considered less effective.

Overall, the results or analysis showed that this study had achieved the objectives of the research. Based on the findings and analysis, word-of mouth communication and brochure are effective promotional tools while website and exhibition are less effective. Hence, the most effective way in promoting the products (financial loans) are obviously word-of mouth communication and brochure Apart from that, there are several recommendations had suggested by some of the respondents in order to improve the promotion strategies of Sabah Credit Corporation.