



A STUDY ON PROMOTIONAL EFFORT
PROVIDED BY PASDEC CORPORATION

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ABSTRACT

The study proposes about the promotional effort provided by PASDEC Corporation. It uses a sample of 120 respondents among the PASDEC Corporation's customers. The aim of the study is to measure the promotional effort done by PASDEC Corporation.

The population of the research is the PASDEC Corporation's customers which selected from 4 areas that are from the Carnival, showroom, exhibition and selling promotion and marketing department counter. The questionnaire will distribute the researcher. The questionnaire contains 6 section that to be answered by the selected respondent. 120 respondents were selected from the 200 population. This selection of the respondent was based on the non-probability sampling technique and the cluster sampling has been used to select the respondent.

The procedure for analyzing the data, SPSS program has been used and for the hypothesis testing the correlation method has been used. The finding of this research will be shows in the frequency and cross tabulation tables and figures.

From the result, majority of the respondents did found the promotional effort provided was effective and some suggestion made by respondents and researcher which belief will help in improving the promotion activities.

1.0 INTRODUCTION

1.1 Overview of PASDEC Corporation Sdn. Bhd.

PASDEC Corporation was incorporated in Malaysia under the Companies Act, 1995 as a public limited company on 14 November 1995. PASDEC is a leading property developer in Pahang listed the Main Board of the Bursa Malaysia Securities Berhad (formerly Kuala Lumpur Stock Exchange) and as a subsidiary of PKNP (Perbadanan Kemajuan Negeri Pahang). PASDEC responsible for coordinating and marketing Pahang's vast resource to create opportunities for growth and property. PASDEC constantly expanding investment portfolio is channeled through numerous subsidiary companies and joint venture. Consistent with PKNP objective to encourage development in Pahang, PASDEC also responsible to planning, develop and do variety of economy activities.

As an integrated group, PASDEC through its subsidiaries and associate companies carried out business ventures that include property development, project management, manufacturing of bricks and trading of building materials. Property development and management remained as the core business activity of the company during the year under review. Moving forward, the company will strive to put in place a well integrated mechanism at every step of development process from planning right up to the completion and handover of houses to buyers to boost its productivity and profitability.