



**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGY
TOWARDS AMANAH SAHAM DIDIK (ASD) PROVIDED BY PNB TO THE
BUMIPUTERA COMMUNITY**

**YONG RAFIDAH BINTI AYOB
2004653030**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
DUNGUN CAMPUS**

NOVEMBER 2006

ACKNOWLEDGEMENT

Assalamualaikum,

First of all, I want to express my gratitude to ALLAH THE ALMIGHTY for the fitness and blessing. Without it I will never complete my project paper on time.

A million thankful to MR MOHD NOH B. AB MAJID, my respectable advisor for this subject (MKT 660) for the advice and guidance towards preparing the project paper whose comments and suggestions at the beginning of the long process had given the sense of direction of this paper requires.

I would also like to express my appreciation and thanks to my second examiner, MR ZAINUDDIN ZAKARIA, who feels free to spend his time in advising, give comments and providing a lot of invaluable information for me in preparing this project paper.

A special sumptuousness to all staffs of PERMODALAN NASIONAL BERHAD from MARKETING DEPARTMENT especially to Assistant Manager, Pn Yuslita Md Yusof who is also my supervisor for the valuable information and cooperation given to me in carrying out my practical training and at the same time completing this paper. An acknowledgement with great respect to my beloved family for their support and understanding that has brought the bests in me.

TABLE OF CONTENT

CONTENT	PAGE
---------	------

ACKNOWLEDGEMENT	iv
LIST OF TABLE	xi
LIST OF FIGURE	xiii
ABSTRACT	xiv

CHAPTER ONE: INTRODUCTION

1.1. Company Background	1
1.2. New Economic Policy	3
1.3. Types of Product offer by PNB	5
1.4. Background of Study	6
1.5. Scope of Study	8
1.6. Problem Statement	9
1.7. Objective of Study	11
1.8. Significant of Study	12
1.8.1. To the Organization	12
1.8.2. To the Candidate	12
1.9. Limitation of Study	13
1.9.1. Lack of Experience	13
1.9.2. Limited of References	13
1.9.3. Time Constraints	13
1.9.4. Confidentially	13

1.9.5.	Reference of Literature Review	14
1.10.	Theoretical Framework	15
1.11.	Definition of Term	16
1.11.1.	Dependent Variable	16
1.11.2.	Independent Variable	16
1.11.3.	Sales Promotion	16
1.11.4.	Advertising	16
1.11.5.	Personal Selling	16
1.11.6.	Effectiveness of Promotional Strategy	17
1.11.7.	ASD	17
1.11.8.	PNB	17
1.12.	Research Hypothesis	18

CHAPTER TWO: LITERATURE REVIEW

2.1.	The Effectiveness of Promotion	19
2.2.	Advertising	20
2.3.	Sales Promotion	22
2.4.	Personal Selling	24

CHAPTER THREE: RESEARCH METHDOLOGY

3.1.	Data Collection	27
3.1.1.	Primary Data	27
3.2.	Research Design	27
3.2.1.	Descriptive Research	28

ABSTRACT

The objective and scope of the study is to identify the factors that contribute to the effectiveness of promotional strategy towards ASD. There are three factors that contribute to this problem where is sales promotion, advertising and personal selling. So from the study the researcher wants to know whether the factors have relationship or not with the effectiveness of promotional strategy.

The researcher needs to find a lot of reference for the literature review to support the data for this study. The researcher found the literature review from the references books, journal, newspaper cutting and also website. Beside that, the researcher also studies a previous thesis as references to more understanding. The literature reviews are collected from Internet, and Permodalan Nasional Berhad Jln Tun Razak.

By doing this research, the researcher using secondary data as sources in gathering information, the researcher have distribution the questionnaire to the respondents. For the sampling technique use by the researcher is convenience sampling.

For the finding and analysis, the researcher has used SPSS to analyze the data, researcher used frequency, reliability, ANOVA, cross tabulation, and regression from this analysis, and researcher found that all independents variable directly influenced the dependent variable. The finding had backup with several recommendation to help enhance the effectiveness of promotional strategy towards ASD in Permodalan Nasional Berhad (PNB).