



**THE EFFECTIVENESS OF THE PROMOTIONAL MIX IN CREATING  
AWARENESS TO CURRENT AND POTENTIAL CLIENTS OF THE  
INSTITUTE OF ENGINEERS, MALAYSIA**

**MUHAMMAD HAFIZ BIN HAMZAH**

**2006819188**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FALCULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

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## **LETTER OF SUBMISSION**

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The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
110 off Jalan Hang Tuah  
73500 Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper titled **“THE EFFECTIVENESS OF THE PROMOTIONAL MIX IN CREATING AWARENESS TO CURRENT AND POTENTIAL CLIENTS OF INSTITUTE OF ENGINEERS, MALAYSIA”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

**MUHAMMAD HAFIZ BIN HAMZAH**

2006819188

Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

This research is about a study of the effectiveness of the promotional mix in creating awareness to current and potential clients of IEM. These promotional mixes which include direct marketing, advertising, publicity, sales promotion and personal selling are the factors that have been done by IEM in creating awareness to current and potential clients.

This survey is conducted at Technip Geoproduction Kuala Lumpur which one of the largest engineering company in Malaysia. The sample size for this study is 80 respondents. There were 100 questionnaires being distributed and only 80 were return and completed. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that contain promotional mix in creating clients awareness. Data are analyzed using Reliability Test, Frequency, Cross Tabulation and T-test through SPSS program. From the results, it was identified that direct marketing, advertising and sales promotion are the most effectiveness of the promotional mix that have been practiced by IEM in creating clients awareness.

The result shows that all of the promotional mix that has been done by IEM is effective. Several recommendations could enhance IEM in improving their promotional mix in creating awareness to their clients.

<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
<b>TITLE PAGE</b>	<b>i</b>
<b>DECLARATION OF ORIGINAL WORK</b>	<b>ii</b>
<b>LETTER OF SUBMISSION</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>TABLE OF CONTENTS</b>	<b>v</b>
<b>LIST OF TABLES</b>	<b>viii</b>
<b>LIST OF FIGURES</b>	<b>x</b>
<b>ABSTRACT</b>	<b>xi</b>
 <b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background of Study	1
1.2 Background Company	3
1.3 Problem Statement	13
1.4 Research Questions	14
1.5 Research Objectives	15
1.6 Theoretical Framework	16
1.7 Research Hypothesis	22
1.8 Scope and Coverage of Study	23
1.9 Significant of the Study	23
1.10 Limitation of the Study	25