



**THE EFFECTIVENESS OF PROMOTIONAL TOOLS BY TM NET
IN ENHANCING CUSTOMER AWARENESS IN MALACCA.**

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LETTER OF SUBMISSION

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "*THE EFFECTIVENESS OF PROMOTIONAL TOOLS BY TM NET IN ENHANCING CUSTOMER AWARENESS AT MALACCA*" to fulfill the requirement as needed by the Faculty of Business Management, University Technology Mara.

Thank you.

Yours Sincerely

.....
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ABSTRACT

The objective of this study is to evaluate the effectiveness of promotional tools by TM Net in enhancing customer awareness in Malacca. TM Net is one of the biggest Internet providers in Malaysia. So, this company was familiar with their Internet services among customers. The study on promotional tools by TM Net is important to know their strengths and weaknesses to make sure that it will enhance customer awareness.

Many of promotion have been made by TM Net to increase a number of TM Net subscribers, but an Internet usage is still low. From this study, we can know about each promotional tool by TM Net based on customer's view.

For the purpose of this study, the exploratory research was used. Convenience sampling size has been utilized with 50 respondents as a sample size. Questionnaires were distributed as a survey instrument, besides conducting interviews as the source of primary data and other reliable resources would serve as secondary data. The data will interpret by using the spss program.

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