



THE EFFECTIVENESS OF PROMOTIONAL EFFORTS
MADE BY PUSAT ZAKAT MELAKA TO ENHANCE
PRIVATE SECTOR WORKERS TO PAY ZAKAT

ISHA ADDI BIN JUMBI
99150903

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
MALACCA
OCTOBER 2001

Isma Addi Bin Jumbri
Bachelor In Business Administration (Hons) Marketing
School of Business and Management
University Technology MARA
Melaka

4 Oktober 2001

Encik Ismadi Ismail
Course Tutor
Bachelor In Business Administration (Hons) Marketing
School of Business and Management
University Technology MARA
Melaka

Dear Sir,

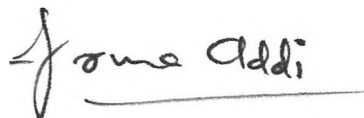
SUBMISSION OF MARKETING INTERNSHIP (MKT 460) PROJECT PAPER

Enclosed herewith is my project paper entitled “ **The Effectiveness of Promotional Efforts Made By Pusat Zakat Melaka To Enhance Private Sector Workers To Pay Zakat**”.

With the submission of this project paper, I do hope that it will satisfy the requirement and the purpose of the Marketing Internship (MKT 650) subject.

Thank you.

Yours faithfully



ISMA ADDI BIN JUMBRI

99150903

Bachelor In Business Administration (Hons) Marketing

ACKNOWLEDGEMENT

Alhamdulillah, my heartfelt to Allah S.W.T. who give me good health and my family especially mom who have give me the fullest support, encouragement, comports to write this project paper at ease.

My heartfelt also deeply indebted to my beloved advisor Prof. Madya. Puan Mariamah Bte Mohd. Ali, whose inspiring ideas and suggestions with skillful guidance were very helpful in the preparation and completion of this project paper. I felt myself in the difficult task to complete this project paper and was fortunate and benefited greatly from her professionalism and constructive ideas of which without her assistance this work would not finished on schedule.

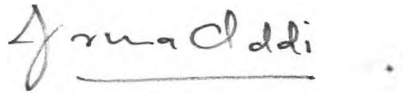
In addition, I would like to extend my special thanks and appreciation to Encik Ismail Hashim Manager Pusat Zakat Melaka, Ustaz Mohd. Fadzir Bin Abd. Jalil as the Operation Manager, Ustaz Fauzi Bin Shaari as my supervisor at Pusat Zakat Melaka and all PZM's staffs for their willingness during my attachment in Pusat Zakat Melaka.

I would like to express my deepest appreciation to all my lecturers either at UiTM Machang Kelantan and Melaka, who taught in various disciplines in marketing. Their ideas have provided me with useful guidelines in completing this project paper.

Last but not least, to all my friends and colleague. I would like to express my special thanks. To the many others not specifically named who have provided with the information, support and encouragement, I always care for you.

May Allah Bless You All

Thank you

A handwritten signature in black ink, reading 'Isma Addi Bin Jumbri'. The signature is written in a cursive style with a horizontal line underneath the name.

ISMA ADDI BIN JUMBRI

99150903

BBA (HONS) MARKETING

UiTM MELAKA

TABLE OF CONTENT

LETTER OF SUBMISSION	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	ix
ABSTRACT	x

CHAPTERS

1. INTRODUCTION

1.0	Introduction	1
1.1	Background of the study	2
1.2	Research Objective	6
1.3	Scope of Study	7
1.4	Problem Statement	8
1.5	Significance of the study	9
1.6	Research Question	10
1.7	Limitation of the Study	11
1.8	Definitions of Terms	13

2. LITERATURE REVIEW

2.1	Zakat's Concept	15
2.2	Zakat Management and Administration System	17