

**ASSESSMENT ON PROMOTIONAL STRATEGIES OF
SERVICES RENDERED AT TABUNG HAJI: -
A STUDY AT PONTIAN BRANCH**

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ABSTRACT

Promotion is very important to many organizations. A good promotion may promise a good feedback from the customers towards the product and services offered. This project paper is to assess promotion strategies done by *Tabung Haji* Pontian, in Johor.

The objective of this research is to identify what are the current promotion used by *TH* in promoting their product and services and to find out customer's perception towards *TH*'s representative performance. Thus recommendation are included in this project paper in order to help *TH* to increase the effectiveness of the promotions activities and good performance of the salesperson in promoting the product and services.

In getting a relevant data, 35 questionnaires have been distributed to the selected respondents. The respondents are customer and non-customer of *TH* from Pontian district. Data collected were analyzed by using the Statistical Package for Social Science (SPSS) program. The analysis includes the frequency, mean, and cross tabulation.

Several limitations were faced in completing this study. The sampling size is small compared to the actual populations of *TH* depositors for Pontian District. Therefore, to obtain the correct sample size may required more times and effort which is beyond researcher capabilities and time frame given.

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