



TELEKOM MALAYSIA : THE MOST ATTRACTIVE MARKETING
COMMUNICATION'S ELEMENT USED BY BUSINESS SALES
DIVISION TO ATTRACT ITS CLIENT

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ABSTRACT

Promotion is very important to many any organization. A good promotion may promises a good feedback from the customers towards the products and services offered by them. This project paper is focusing on ‘ **The Most Attractive Marketing Communications Element Used By The Business Sales Division To Attract Its Clients**’.

For the purpose of this study, 40 questionnaires were distributed randomly to 40 respondents in order to get the findings. The target customers were those who came to Primatel for solving their matters.

The data that had been collected were analyzed using Statistical Package for Social Science (SPSS) program. The analysis includes the frequency, and the cross tabulation analysis.

The finding reveal that majority of the customers realized about TMB’s product and services promotional tools. It showed that of the respondents knew about TMB product and services from the sales person, while the most attractive element is television.

There are few recommendations to TMB to improve their activities and staff performance in promoting their products and services. Hopefully, these recommendations could help TMB to improve their current promotional tools in order to get more clients.

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