



**THE EFFECTIVENESS OF PROMOTIONAL TOOLS IN ENHANCING
CUSTOMER AWARENESS OF CELCOM (MALAYSIA) BERHAD**

AHMAD ZAHIM BIN CHE HASHIM

2008426422

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA MELAKA

MAY 2010

TO IDENTIFY THE EFFECTIVENESS OF PROMOTION TOOLS IN ENHANCING THE
CUSTOMER AWARENESS OF CELCOM (AXIATA) BERHAD

**TO IDENTIFY THE EFFECTIVENESS OF PROMOTION TOOLS IN ENHANCING
THE CUSTOMER AWARENESS OF CELCOM (M) BERHAD**



AHMAD ZAHIM BIN CHE HASHIM

**A GRADUATION EXERCISE SUBMITTED TO THE
FACULTY OF BUSINESS MANAGEMENT
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AS A PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING**

APRIL 2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM) MELAKA**

‘DECLARATION OF ORIGINAL WORK’

I, AHMAD ZAHIM BIN CHE HASHIM, (860226-03-5121)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

03 MAY 2010

En. Norazman Bin Harun
The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA (UiTM) Melaka
75300 Bandar Melaka
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER (BM 220)

Attached is the project paper title “To Identify the Effectiveness of Promotion Tools in Enhancing the Customer Awareness of Celcom (Axiata) Berhad” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

AHMAD ZAHIM CHE HASHIM
2008426422
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Promotion is one of the key aspects of the marketing mix. Promotion involves disseminating information about product, product line, brand or company and this variable creates a promotional mix or promotional strategy. Regardless of what types of business the company are in, they need to develop promotional strategies. Company can use promotional mix for their promotional strategies in helping them to communicate clearly to their target market. Through promotional activities also company can inform consumers the important information about their products or services.

The development of customer awareness is one of the main objectives of advertising and promotion. When people think of examples of a product type or category, they usually think of a limited number of brand names.

Celcom (Axiata) Berhad products existence is not being aware by public majority. One of the factors is the lack of effective promotional activities done by Celcom to attract customers are not very aggressive and it is not enough to attract consumers to purchase company's products and services. Thus, this paper is carried out to study the effectiveness of promotional tools in enhancing customer awareness of Celcom (Axiata) Berhad in the light of three determinants, which are advertising, sales promotion, and public relation.