



A DISSERTATION SUBMITTED TO  
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BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
RETAIL MANAGEMENT

**A STUDY ON  
THE EFFECTIVENESS OF SALES PROMOTION  
IN STATIONERY DEPARTMENT OF  
JAYA JUSCO BANDAR BARU KLANG**

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MAY ALLAH BLESS ALL OF US.

## EXECUTIVE SUMMARY

Responding to the important of promotion which can enhance the store sales and profitability, Jaya Jusco must find effective way of the stores promotion and centralized their marketing strategy towards the targeted customers. With the right sales promotion tools, the potential buyers will be aware of the store and products exists.

As Jaya Jusco BBK is a new store opened at the Bukit Raja Shopping Centre and just celebrate its first Anniversary Sales in October 1996, the ability to achieve the targeted customers is hard. Eventhough there are many stores at other outlets such as at Wangsa Maju, Bandar Utama, Melaka which have been successful in built the loyalty of the customers to the stores, but there are many things Jaya Jusco can do in terms of creating customer's awareness and loyalty for their new customers.

Chapter one will disscuss the background of the study and the Department overall. It includes problems facing in the purpose of the study, the objectives of the study, area and scope of the study and the limitations toward getting the data needed. This study was done in such a way to get the performance and effectiveness of Jaya Jusco towards their sales promotion strategy as well as to the Stationery Department.

Chapter two it will disscuss the literature review of the sales promotion in the retail business, the important of the advertising and promotion tools in creating awareness of the customers towards the store and the product offers.

While Chapter three includes discussion of the methodology in capturing the data needed in preparing the report. The primary data were obtained from the observation, personal interview and questionnaire of the customers who visit the Stationery Department and the store itself. The secondary data are gathered from the books and journals and other information that already published.

Findings and analysis of the data are included in Chapter four. The findings are based on the data gathered from the SPSS program. It then will be analyzed to get the information needed based on the objectives of the study.

In Chapter five, it will includes the recommendations for management's consideration to ensure the continuous success and able to survive in the challenging world of retail industry.

Conclusion for the research and findings are in Chapter six. It includes the important of a sales promotion and how effective the sales promotion has reach the customers because sales promotion plays an important role to encourage purchase or sales of a product or service and it will given the benefit to the company itself.

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