



THE EFFECTIVENESS OF PROMOTIONAL EFFORT  
TOWARDS NESTLE BEVERAGES

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MELAKA

NOVEMBER 2009



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**“DECLARATION OF ORIGINAL WORK”**

I, Mohd Hazwan bin Md Kharmani, (I/C Number: 840708-01-5497)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, 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

08 NOVEMBER 2009

The Head of Program  
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Kampus Bandaraya Melaka,  
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Dear Sir,

### SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled “*The effectiveness of promotional mix in creating customers awareness towards the product and services made by PM Multilink Sdn. Bhd.*” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

**MOHD HAZWAN BIN MD KHARMANI**  
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Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

Industrial Training (MKT 661) is a core subject under Faculty of Business Management. The main objective of this course is to expose students to the 'real' working environment and get acquainted with the organization structure, business operations and administrative functions. I have completed my industrial training at Malacca State Development Corporation (PKNM) started from 01<sup>st</sup> Jun 2009 until 19<sup>th</sup> October 2009. I have been assigned to join the Corporate Unit. During the training period, I did lots of assignments given by the company's staff and supervisor. The most assignment that I received is the documentation. I have to analyze, study and draft letter to other unit or government companies based on the standard official format. Other than letter, I also learned how to write memos, make agreement, proposal and etc. However, I enjoyed doing the task because from the task I learned how to manage and handle the meeting and event. At the same time, I experienced with the real project such as organized the "sukan rakyat" and "Karnival Beli Barangan Buatan Malaysia 2009". Overall, instead of gaining lots of knowledge and experienced I also felt very happy and enjoyed for my industrial training.

The State Economic Development Corporation (PKNM) own many subsidiaries company in Malacca and one of them is PM Multilink Sdn. Bhd.. In this study, PM Multilink Sdn. Bhd. face several problems especially in ensuring either the promotion mix used by them will enhance level of customer's awareness toward the products and services their provided. The objective of the research is to examine whether the promotional mix done by PM Multilink Sdn. Bhd. are effective and to identify the most effective promotion mix which may enhance customers awareness towards products and services offered by PM Multilink Sdn. Bhd. as well as to identify the level of customer's awareness towards products and services offered by PM Multilink Sdn. Bhd.

## TABLE OF CONTENTS

CONTENT	PAGES
ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii
LIST OF TABLES/FIGURES	iv
ABSTRACT	v
<b>CHAPTER 1: INTRODUCTION</b>	
<b>1.1</b> Introduction	1
<b>1.2</b> Background of Study	1
<b>1.3</b> Background of Company	3
<b>1.3.1</b> Mission and Vision	4
<b>1.3.2</b> Products and Services offered by Company	4
<b>1.4</b> Problem Statement	5
<b>1.5</b> Research Questions	7
<b>1.6</b> Research Objectives	7
<b>1.7</b> Research Hypothesis	8
<b>1.8</b> The Scope of Study	8
<b>1.9</b> Limitation of Study:	
<b>1.9.1</b> Lack of information	9
<b>1.9.2</b> Time Limit	9
<b>1.9.3</b> Information reliability	9
<b>1.9.4</b> Financial	9
<b>1.10</b> Definition of Term:	
<b>1.10.1</b> Promotional Mix	10
<b>1.10.2</b> Customer Satisfaction	10
<b>1.10.3</b> Customer Loyalty	10
<b>1.10.4</b> Theoretical Framework	10
<b>1.11</b> Theoretical Framework	10
<b>1.11.1</b> Dependent Variable	11
<b>1.11.2</b> Independent Variable	11