



DEVELOPING THE PROMOTION STRATEGY OF HERBAL TEA: A
STUDY ON KOPERASI PEKEBUN GETAH NEGERI MELAKA.BHD

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NOVEMBER 2010



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“DECLARATION OF ORIGINAL WORK”

I, Nurul ' Aifaa Binti Yahaya (I/C Number: 861209-30-5062)

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 any investigation 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: _____

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LETTER OF SUBMISSION

November 2010

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“DEVELOPING THE PROMOTION STRATEGY OF HERBAL TEA: A STUDY ON KOPERASI PEKEBUN GETAH NEGERI MELAKA. BHD ”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you,

Your sincerely,

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ABSTRACT

This issues for this report is to knowing the “Effective Promotion Strategy Of Herbal Tea: A Study On Koperasi Pekebun Getah Negeri Melaka Bhd”. The reason for this issues was make is to analyze and identify what is the right promotional tools can be use to increase the promotional activities for the company to gain the profit , either the promotional strategy that was choosing is true or not. It also designed to help the marketing department of Koperasi Pekebun Getah Negeri Melaka Bhd to strategize and improve their activities of sales by promotion practional. The purpose for this study is to help marketing department for them to improve their promotional tools because all this while their promotional activities is weak. After reviewing related literature the data from the literiture has been summarized and from the finding its show that from collabrated with Coconut Gold Enterprise who produce the Virgin Coconut Oil and Multi Business Agrotech Sdn.Bhd that provide Leech cupping treatment is the effective promotion to succes.

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