



A STUDY OF THE EFFECTIVENESS OF IMPLEMENTING E-COMMERCE
AND SOCIAL MEDIA WEBSITES TO CATER
MALAYSIA AIRLINES (MAS) INTERNATIONAL MARKET

FINAL REPORT

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BBA (Hons.) INTERNATIONAL BUSINESS
UNIVERSITI TEKNOLOGI MARA
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1. 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.
2. This project paper is the result of my independent work and investigation, except where stated.
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LETTER OF SUBMISSION

7th May 2010

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper A STUDY OF THE EFFECTIVENESS OF IMPLEMENTING E-COMMERCE AND SOCIAL MEDIA WEBSITES TO CATER MALAYSIA AIRLINES (MAS) INTERNATIONAL MARKET to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

MURNI SHUHADA BINTI IBRAHIM

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MURNI SHUHADA BINTI IBRAHIM

ABSTRACT

E-commerce now has become a more popular strategy of marketing efforts, besides the traditional marketing effort done by organizations in order to reach out and gain from the advantages provided by E-commerce. E-commerce combines traditional and electronic marketing to create a more vast business opportunities and capture a larger number of audiences towards one's business. When it comes to online social networking, websites are commonly used. These websites are known as social sites. Social networking websites function like an online community of internet users. Depending on the website in question, many of these online community members share common interests in hobbies, religion, or politics. Most organizations that practice e-commerce nowadays are a sure-user of such social media websites. The social media websites are a powerful marketing tool for organizations practicing e-commerce. Malaysia Airlines has leveraged all these technology that benefits the organization and public.

Keyword: Malaysia Airlines, E-Commerce, Facebook, Twitter

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