



**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL MIX  
TOWARDS FELDA TRADING PRODUCT**

**NOR AMIRA BINTI AYON**

**2008404046**

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

**APRIL 2011**



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FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Nor Amira Binti Ayon, (I/C Nunmber 890112-01-5408)

Hereby, declare that,

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

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Date: \_\_\_\_\_

## LETTER OF SUBMISSION

28<sup>TH</sup> APRIL 2011

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
73500 Melaka

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper title '**A STUDY ON EFFECTIVENESS OF PROMOTIONAL MIX TOWARDS FELDA TRADING**' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely.

NOR AMIRA BINTI AYON  
2008404046  
Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

Promotion is very important to the organization whether it is profit or non-profit organization. This is because a good promotion may promise a good feedback from public and also the potential members towards the services that they offered to public especially for Muslims. This study focuses on 'A study on effectiveness of promotional mix towards Felda Trading product'. The objective is to determine the promotion tools that have given the greatest exposure to Felda Trading Sdn Bhd and also to establish the relationship between promotional mix and the effectiveness of promotional tools that had been implemented by Felda Trading.

The sampling technique that has been used was the non probability sampling where 80 respondents were chosen by the researcher using sample random sampling from Felda Trading database to answers the questionnaires.

Besides that, correlation was conducted to determine the correlation between the promotional mix and the effectiveness of promotional tools. Findings in the study showed that public relation and sales promotion has given the big impact to Felda Trading and it is most effective promotional tools. Meanwhile, the result that direct marketing is the ineffective