



**A CASE STUDY:  
PROMOTIONAL MIX USED IN INCREASING SALES OF  
PENNZOIL PLATINUM SEMI SYNHETIC LUBRICANT**

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**APRIL 2011**

DECLARATION OF ORIGINAL WORK



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I, Raja Arif Iskandar B Raja Yahaya Aziz, (I/C Number: 870928-02-5715)

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**

29<sup>th</sup> April 2011

The Head of Program

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MELAKA

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "THE EFFECTIVE USAGE OF PROMOTIONAL MIX IN INCREASING SALES OF PENNZOIL SEMI SYNTHETIC LUBRICANT" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely

RAJA ARIF ISKANDAR B RAJA YAHAYA AZIZ

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Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

In the real business world today, majority of the company realized the significant importance of the promotional mix and sales promotion to increase the sales. As a consequence the marketing department is aggressively doing the promotional mix to enhance the brand name.

The UMW Pennzoil Sdn Bhd is a company that produced many type of lubricant in full range of product such as Passenger Car Motor oil, Motor Cycle oil, Diesel Engine Oil, Gear and Transmission oil and Greases. The lubricant industry in Malaysia is more likely to be influenced by the product quality and brand name that drives the customer to meet their expectation. The company should focus more in gaining the brand awareness through the effective and efficient promotion mix. High brand awareness among the customer can produce better result and become the choice of customer that can be interpreted in the sales number.