



**THE EFFECTIVENESS OF PROMOTIONAL TOOLS
IN BUKIT INDAH JOHOR**

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SEGAMAT**

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ROFIZA BINTI RAHMAN

**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UiTM, SEGAMAT**

MARCH 2004

LETTER OF SUBMISSION

28TH FEBRUARY 2004

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
85009 Segamat
Johor Darul Takzim

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE EFFECTIVENESS OF PROMOTIONAL TOOLS IN BUKIT INDAH JOHOR" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours Sincerely,

ROFIZA BINTI RAHMAN

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, ROFIZA BINTI RAHMAN (810228-08-5018)

Hereby, declare that,

- This work has not previously been accepted in substance of 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: 28TH FEBRUARY 2004

ABSTRACT

Bukit Indah Johor is one of developer that had use promotional tools to find and obtain the prospective customer to buy a product and be loyal to them. The promotional tools can gives the best impact in the organization especially for the company that involve in development sector. The purpose of this project is to identify which one of the promotional tools that most capable and effective in promoting houses especially in Bukit Indah Johor to the potential customer. The study is also hopefully would assist in determining how the promotional tools operate in gather the prospective customer to buy a house.

The effectiveness of promotional tools like exhibition, show house and brochure will determine the successful of the organizations itself. All the developer companies are depend with this promotional tools in order for the company to compete with other competitor and beside it also illuminates the customer awareness of new product launching in the market. Further more, the housing sector like Bukit Indah Johor need to use this promotional tools because they need to compete with other competitor in the same sector. By making a differences promotional activities can create the potential customer like to make a deal and buy the houses in Bukit Indah Johor.