



**A STUDY ON THE EFFECTIVENESS OF THE PROMOTIONAL ACTIVITIES
DONE BY SBBU SDN BHD**

A research paper submitted to Universiti Teknologi Mara in partial fulfillment
of the requirement for the;

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

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**Submission Date:
March 2004**

DECLARATION OF ORIGINAL WORK




**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
"DECLARATION OF ORIGINAL WORK"**

I, **Shahrizal Bin Soteri @ Sotri**, (I.C Number: **810602- 01 - 6259**)

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: 6/11/2004

SHAHRIZAL BIN SOTERI @ SOTRI

LETTER OF SUBMISSION

12 MAC 2003

**En. Muhamad Sukor Bin Jaafar
The Head of Program
Bachelor of Business Administration with Honours (Marketing)
Faculty of Business Management
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Johor Darul Takzim**

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled **"The Effectiveness of Promotional Activities Done By SBBU SDN BHD"** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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ACKNOWLEDGEMENT

In The Name of ALLAH

The Most Merciful, The Mercy Giving

Alhamdulillah, He gave me the opportunity and strength in making of this research. He also makes me more confidence in facing all the problems came with an open heart.

I would like to thank Cik Akmal Aini Bte Othman , my respectable advisor, for her intellectual support, professional guidance and dedication in supervising this study especially for her time and valuable opinions.

I would like also to wish my sincere thanks to all of the staff of SBBU Sdn Bhd who are involved directly or indirectly especially to my supervisor, Mr Mohd Azmi Ali for their assistance, ideas and opinion.

Hopefully this project would be useful for SBBU Sdn Bhd in designing better promotional activities in the future. Thank you to all of you. Wassalam

SHAHRIZAL BIN SOTERI @ SOTRI

UiTM Segamat

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ABSTRACT

The purpose of this project is in analyzing the effectiveness of promotional activities done by SBBU SDN BHD at Plaza Angsana. The research was carried out using questionnaire distributed to the selected respondents by simple random sampling. Data then are analyzed using SPSS (Statistical Package for Social Science) software version 10.0. Data are analyzed using frequency and cross tabulation of descriptive analysis. The Chi-Square test is used to test the statistical significance of the observed association in a cross tabulation. Its assist us in determining whether a systematic association exists between the two variables.

The principal finding, through the Chi-square testing, that most of the respondents are agreeing that promotional done by SBBU SDN BHD in promoting Plaza Angsana to their target market are effectively done. But there are certain areas that promotional activities done by SBBU SDN BHD are not quite effectively especially in banners promotion. Thus, actions and strategy must be planned on the criterion and also from other factors other than customer satisfaction.