



**EFFECTIVENESS OF FACEBOOK AS A PROMOTIONAL TOOL
FOR AK MAJU RESOURCES SDN. BHD.**

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**BACHELOR IN BUSINESS ADMINISTRATION (HONS)
MARKETING**

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JOHOR**

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DECLARATION OF ORIGINAL WORK



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

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- ✓ 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.
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TABLE OF CONTENTS

| | |
|---------------------------------------|-----|
| Declaration Of Original Work | iii |
| Letter Of Transmittal | iv |
| Acknowledgment | v |
| List Of Figure | ix |
| List Of Table | ix |
| Abstract | x |
| | |
| CHAPTER 1 : INTRODUCTION | |
| 1.1 Background of Study | 1 |
| 1.2 Background of the Company | 2 |
| 1.2.1 Company Profile | 2 |
| 1.2.2 Vision | 2 |
| 1.2.3 Mission | 2 |
| 1.3 Research Problem | 3 |
| 1.4 Purpose of the study | 6 |
| 1.5 Research Objectives | 6 |
| 1.6 Research Questions | 6 |
| 1.7 Significance of the study | 7 |
| 1.8 Scope and Limitations | 7 |
| 1.9 Definition of Terms | 7 |
| 1.9.1 Promotional tools | 7 |
| 1.9.2 Promotional Activities | 8 |
| 1.9.3 Customer Awareness | 8 |
| 1.9.4 Customers' Perception Responses | 8 |

ABSTRACT

Promotional tools include advertising, sales promotion, public relations, direct response marketing and personal selling. The use of social networking sites (SNS) has been phenomenal in the past few years. Facebook, one of the most popular SNS, has reached millions of users. Now it is a place where consumers can learn more about their favorite companies and the products they sell. It also becomes one of the promotional tools for business as it helped to make promotional activities easier. On top of that, customer can gain awareness on the companies' products. This study proposes to identify the level of effectiveness of Facebook as one of a promotional tool for AKMR and the independent variables are customer awareness, promotional activities and customers' perception responses. A survey was conducted in Segamat and the questionnaires were distributed randomly by using a simple random sampling method to 100 respondents. Results from the findings proved that by having a better understanding on the effectiveness of Facebook as one of a promotional tool for AKMR on customer awareness, promotional activities and customers' perception responses, the company can plan better future strategies which customers can easily recognize and become more aware about AKMR.

Keywords:

Promotional tools, Promotional Activities, Customers Awareness, Effectiveness