



**THE IMPLEMENTATION OF PROMOTION STRATEGIES IN INTRODUCING NEW
PRODUCT OF LUBETECH SDN. BHD.**

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SEGAMAT, 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"

I, FAZLEEN BINTI JAAFAR, (I/C Number: 930825-10-5490)

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: 28 JUNE 2018

LETTER OF TRANSMITTAL

21 December 2017

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
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JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The Implementation of Promotion Strategies in Introducing New Product of Lubetech Sdn. Bhd." to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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ABSTRACT

Promotion in any companies is very important because it helps each company to growing in the business industry despite the competitor's bustling around the world. As the existing company, Lubetech Sdn Bhd has do various of promotions strategies to promote and market their business depending on the goals, objectives and priorities of the company. To date, the company engage in various promotional tools which are direct marketing and sales promotion in accordance to changes in the consumers' socio-economy, technology, and competition aspects. Therefore, this study is conducted to identify traditional promotion tools used by Lubetech Sdn Bhd and to study the usage of media platform of internet as secondary channel of promotion. The method for the research paper uses qualitative method. The result of this study was obtained through the interview with three respondents at Lubetech Sdn Bhd. The findings revealed that the company most used promotion is sales promotion that helps to boost their sales and level usage of internet platform . Besides that, the researcher also identified that the usage of media platform of internet as a secondary channel of promotion also was implemented by the company.

Keywords : *Promotion tools, internet, usage of media platform, promotion. Sales promotion*

CHAPTER 1: INTRODUCTION

1.0 BACKGROUND OF STUDY

Promotion mix encompasses marketer-controlled communications elements consisting of advertising, sales promotion, public relations, personal selling, and direct marketing. Traditional marketing methods which generally cover print, broadcast, direct mail and telephone marketing and any usual forms of advertising and marketing efforts were vastly implemented by marketers and retailers. According to (Todor, 2016), Various literatures have proposed significant contribution of traditional marketing methods in term of relevancy and can be combined with digital marketing, higher customer preference as compare with digital format (Danaher and Rossiter, 2011; Talafuse and Brizek, 2014) and are necessary for brand awareness and recognition (Pfeiffer and Zinnbauer, 2010).

As studied by (Keller 2001, 819; Chlebišova, Kyzeková & Zajarošová 2011), marketing communications has undergo some powerful changes, more than any other area of marketing in last two period of years. Hence, according to (Brennan, Canning & McDowell 2011, 179), during this time the meanings and the promotional mix given to the various segments of it have not changed dramatically, thus, personal selling, advertising and sales promotion activities are still regarded as the most important tools.

Besides that, as stated by (Keller 2001, 819–820), the increased number of communication tools and their diversity, as well as the fragmentation of traditional advertising media and the emergence of new, non-traditional media was the most essential change a decade ago. All types of organizations weather B2B(business-to-business) companies, B2C (business-to-customer) companies or even non-profit organizations use different types of marketing communications to promote their products or services and reach a final customer said by (Shimp 2007, 4.).

Anyhow, marketing communications is used to create the first positive impression about a brand and engage customers in long-term relationships with this brand according to (Arens et al. 2011, 8-9). (Terence Shimp, 2007, 55-56) recognizes that the primary role of marketing communications is to engage the target audience. Overall, marketing communications are used to initiate and maintain a contact with a target audience (Arens et al. 2011, 8-9). It helps to inform, persuade, differentiate and then remind about positive brand associations trough a set of marketing tools (Fill 2006, 5-10). In other words, marketing communications are responsible for sustainable and profitable communication with clients in order to motivate them to involve in relationships with a company(Arens et al. 2011, 8-9).