



**FACTORS DETERMINE THE PROMOTIONAL MIX ELEMENT TOWARDS  
IN PROMOTING BARAQAH BAKERY PRODUCT**

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## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
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- This project – paper is the result of my independent work and investigation, except where otherwise is stated.
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## ABSTRACT

The title of this research is “*Factors Determine the Promotional Mix Element towards in Promoting Baraqah Bakery Product*”. The purpose of this research is to identify the elements of promotional mix and to determine the best promotional mix in promoting Baraqah bakery product. By the small survey that Baraqah bakery has conducted before, their received a demand among the customer about their product. However, the company has to know which the effective promotional that can help them in order to increase the demand of their product and to improve customer acceptance and awareness about their product. This research use qualitative research in term of to collect the data and the findings from the interview session shown that the best promotional mix element is advertising element. Recommendation for the company is they can use advertising as their promotional strategy to improve the customer awareness and increase of their acceptance towards their product. Therefore, this research has concluded with conceptual framework of advertising elements that may straighten the promotion activities.



# CHAPTER ONE

## INTRODUCTION

### 1.1 BACKGROUND OF STUDY

Around the world, the baking industry remains in the middle of change that is providing of excellent opportunities to new vendors. Bread and pastry industry in Malaysia has booming even more so advent of the bakery that bringing up a new concept and ideas in bread and pastry business. Previously, bread industry may only came from house but nowadays baking industry is one of opportunities that has been venture taking as a business that benefit and profitable to entrepreneurs. The baking industry is one of the most solutions in the food industry, where dozens of big companies appear in the market each year with new design and ideas product that seize consumer's vision (Malovany, 2009).

The Aroma of fresh bread is able to attract attention customer's taste buds to walk in to store and purchase the variety of product as alternative food. Moreover, the ascend chance of the bakery products sector can be assign to in part to altered eating practice, with casual eating patterns, such as snacking or grazing, taking the place of traditional meals (Wiggin, 2002). Generally, the rise of bakery products consumption in Malaysia is in line with the population's accumulation of wealth (Ling, 2011).