

**A STUDY ON AWARENESS LEVEL
OF KELANTANESE TOWARDS CRESCENT
NETWORK SDN. BHD. (CNSB) PROMOTION
ACTIVITIES**

**NORHASNIZA BIN YUSOFF
97283655**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
TERENGGANU**

OCTOBER 16, 1999

LETTER OF TRANSMITAL

Bachelor in Business Administration
(Hons) Marketing 04
Faculty of Business and Management
MARA University of Technology
23000 Dungun
Terengganu Darul Iman

October 16, 1999

Encik Azemi Che Hamid
Marketing Internship (MKT 650) Lecturer
Faculty of Business and Management
MARA University of Technology
23000 Dungun
Terengganu Darul Iman

Sir,

MARKETING INTERSHIP (MKT 650) REPORT

Enclosed herewith is my report entitled "A Study on Awareness Level of Kelantanese Towards Crescent Network Sdn. Bhd. (CNSB) Promotion Activities"

With the submission of this report, I do hope that it will meet the requirements and purpose of the Marketing Internship subject.

Thank You

Yours Faithfully


NORHASNIZA BIN YUSOFF)
MATRIX NO: 97283655

ACKNOWLEDGEMENTS

In the name of Allah, the beneficent, the merciful

One semester of completing the project paper together with the practical training to be attended as the requirement on the completing of Bachelor of Business Administration (Hons) Marketing has given me the opportunity to gain knowledge and being exposed to the real working situation. There are a lot of challenges in performing the marketing job. Many types of people that can be meet during practical training. They are bringing their own behavior that should be serve by the marketers.

Here, I would like to thank and extend my gratitude to anybody, any persons that help me direct or indirectly in order to finish up my report and practical training. Especially the following very kindly person who always helping me: -

1. ENCIK AZEMI CHE HAMID

My Advisor and Lecturer, Department of Marketing and management, Faculty of Business and Management, MARA University of Technology, Terengganu Branch.

2. PUAN MUHAZITA ALIAS

The Course Tutor of Marketing, Department of Marketing and management, Faculty of Business and Management, MARA University of Technology, Terengganu Branch.

3. ENCIK RAHIMI SAMAT,

My main Supervisor, Managing Director of Crescent Network Sdn. Bhd.

4. ENCIK IBRAHIM JUNOH

My second Supervisor, Marketing Manager, of Aumas Computer Sdn. Bhd.

UNIVERSITI TEKNOLOGI MARA

ABSTRACT

This research has been conducted to examine the awareness level of Kelantanese toward Crescent Network Sdn. Bhd (CNSB) promotion activities. The awareness level of Kelantanese has been measured by looking at Kota Bharu population whether they are aware or not about CNSB promotion activities. Out of the total population 100 respondents has been chosen as samples based on stratified random sampling. All respondents are required to fulfill the questionnaires that had been distributed around Kota Bharu. The data that has been collected will presented in the tables by using frequencies test. Cross Tabulation together with Chi-Square has been used to test the hypothesis. Some of the finding that obtained is 60 percent (60 respondents) respond that they know the existing of CNSB through CNSB workers. 15 percent (15 respondents) know through signboard, 15 percent (15 respondents) through their friends, and 10 percent (10 respondents) respond they know the existing of CNSB through newspapers. From the hypothesis testing also found that CNSB more stress on personal selling compares to others promotion tools. From the conclusion, that can be conclude CNSB more stress on personal selling compare to others promotion tools. Therefore several recommendations should be recommended to improve the promotion that performed by CNSB such as develop the effective communications, use internet as the tool to promote the company and products or services, build a good relationship with the customer, always ready with the future promotion planning, internal marketing etc.

TABLE OF CONTENTS

FOTOSTAT

	Page
LETTER OF TRANSMITTAL	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF ABBREVIATION	viii
ABSTRACT	ix
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Company Background	3
1.3 Scope of The Study	12
1.4 Problem Statement	13
1.5 Objective of The Study	
1.5.1 General Objective	14
1.5.2 Specific Objective	14
1.6 Significant of The Study	15
1.7 Hypothesis	16
1.8 Limitation	17
1.9 Terminology	19
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	20
2.2 Review Of Literature	21
CHAPTER 3: RESEARCH METHODOLOGY AND DESIGN	
3.1 Introduction	29
3.2 Procedures For Collecting Data	30
3.2.1 Secondary Data	30
3.2.2 Primary Data	31
3.3 Sampling Design	33
3.3.1 Population	33
3.3.2 Sample Frame	33
3.3.3 Sampling Technique	34