

THESES 9 - Trg.

MKT 650 - 26

A STUDY ON THE EFFECTIVENESS OF SALES PROMOTION  
DONE BY MALAYSIA TOURISM PROMOTION  
BOARD FOR THE CORPORATE CUSTOMER

ESMADY FAZUDIN B. MOKHTARRUDDIN

BACHELOR OF BUSINESS ADMINISTRATION  
(HONS MARKETING) FACULTY OF BUSINESS AND  
MANAGEMENT MARA INSTITUTE OF TECHNOLOGY

APRIL 1999

---

---

## LETTER OF TRANSMITTALS

Bachelor in Business Administration (Hons.) (Marketing) 04  
Faculty of Business and Management  
MARA Institute of Technology  
23000 Dungun  
Terengganu

19<sup>th</sup> March 1999

Puan Bahiyah Ishak  
Marketing Internship (MKT. 650) Lecturer  
MARA Institute of Technology  
23000 Dungun  
Terengganu

Puan,

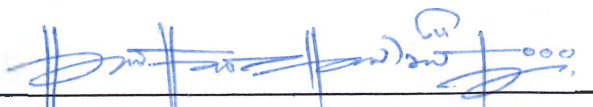
### **MARKETING INTERSHIP (MKT 650) PROJECT PAPER**

Referring to the above matter, I am a student of BBA 04 would like to hand out my project paper entitled "**A Study On The Effectiveness of Sale Promotion (Sales Mission) Done By Malaysian Tourism Promotion Board (MTPB) For The Corporate Customer Within Kuala Lumpur**".

With the submission of this project paper, I hope that it will meet the requirement and the purpose Marketing Internship (MKT. 650) subject.

Thank you.

Yours Faithfully,



**(ESMADY FAZUDIN BIN MOKHTARRUDDIN)**  
**(Matrix's No.: 97142494)**

## ACKNOWLEDGEMENT

Bismillahirrahmanirrahim.

First of all, Syukur Alhamdulillah to Allah s.w.t for His blesses in preparing this thesis.

My thanks also go to my advisor Puan Bahiah Ishak for her ideas and suggestions. I owe special thanks to Mr. Muhamad Noor Abdullah, Mr. Ammar Ghapar, Miss Azilina Azni, Lim Kien Yie, and Miss Saimah for their valuable work in providing the information. I want to acknowledge to Mr. Edzuar Zar, Mr. Noran Ujang, Abu Sofian, Sh. Zuliana Bt Syed Zuber, Rafida Ab. Manan and Shahril Shiyam Haron for supplied many good ideas and substantial support and encouragement sometimes even prodding. I owe many thanks to my families for their support and valuable comments.

Finally, to all the person, I deeply grateful. Responsibility for any errors or omissions is certainly mine, but the thesis would not have been possible without of the assistance of many others. My sincere appreciation goes to everyone who helps in his or her own special way.

Wassalam.

Esmady Fazudin

---

---

## ABSTRACT

Tourism industry is an important contributor to the Malaysian economy. In this industry, promotion is important element to develop a positive impact to the growth of this industry. This is the main purpose of this research is, to see the effectiveness of the sales promotion or sales mission that has been carried out by Malaysia Tourism Promotion Board from 1995 to 1997 from the corporate customer perspective. In the past there were no research being conducted to measure the effectiveness of the service from the corporate customer perspective.

The population of this research is the corporate customer who participates in the service from 1995 to 1997 and these corporate customers located in Kuala Lumpur area only. The questionnaires are distributed by using mail, fax, hand out, telephone and e-mail. The questionnaires contain 16 question that have to be answered by the selected respondent. 75 respondent were selected from the total population and 66 respondent did reply their answer.

This selection of the respondent was based on the non-probability sampling technique and the judgement sampling technique has been used to select the respondent. The procedure for analysing the data, SPSS program has been used and for the hypothesis

---



---

## TABLE OF CONTENTS

	PAGES
LETTER OF TRANSMITTALS	I
ACKNOWLEDGEMENTS	II
TABLE OF CONTENTS	III
LIST OF TABLES	V
LIST OF FIGURES	VI
ABSTRACT	VII

### CHAPTERS

#### 1.0 INTRODUCTION

1.1	Background of the Study	1
1.2	Background of Malaysia Tourism Promotion Board	2
1.3	Scope of Study	5
1.4	Problem Statements	6
1.5	Purpose of the Study	8
1.6	Significance of the Study	9
1.7	Hypothesis	12
1.8	Limitation of the Study	12
1.9	Definition of the Term	13

#### 2.0 LITERATURE REVIEW

2.1	Tourism Industry	15
2.2	Sales Promotion as a Business Strategy	17
2.3	The Effectiveness of Sales Promotion or Sales Mission	21
2.4	Customer as Part of the Business	26