

**THE EFFECTIVENESS OF PROMOTIONAL STRATEGY
BY KUALA LUMPUR CRAFT CULTURAL COMPLEX**

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LETTER OF TRANSMITTAL

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Dear Mdm,

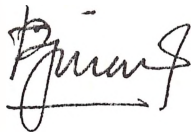
RE: INTERNSHIP THESIS

Enclosed is the Internship Thesis entitled " The Effectiveness of Promotional Strategy by Kuala Lumpur Craft Cultural Complex" for your kind perusal.

I do hope that with this project paper, it will meet the requirements and also the expectations of the school towards their students.

Lastly, I would like to thank you for all the guidance and support you have rendered to me whilst preparing the thesis.

Your sincerely,



RAJA MAIMUNAH RAJA NGAH
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FOTOSTAT TIDAK DIBENARKAN

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EXECUTIVE SUMMARY

Kuala Lumpur Craft Cultural Complex is a craft center located at the Jalan Conlay, Kuala Lumpur. It was established one year ago and a few promotional program had been conducted in order to create public awareness. The promotional activities is done by the management of Kuala Lumpur Craft Cultural Complex itself under the authority of Malaysian Handicraft Development Malaysia, KRAFTANGAN, a semi-government organization.

This study is done to examine how effective is the promotional program by doing a survey on the people awareness of its existence. The target respondents are people at the executive level and above working in Kuala Lumpur and the tourists visiting the place.

The research have been conducted through the distributions of questionnaires, observation and interviews. An analysis of the strengths, weaknesses, opportunities and threats had been carried out in order to identify the best way to develop an effective promotional strategy.

Kuala Lumpur Craft Cultural Complex is believed to be a popular craft center in the future if there is an effective promotional strategy conducted. The promotional strategy developed in this study is hoped to be an effective one in order to create the public awareness and to attract more people to visit the place.

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