



**A STUDY ON THE SAIFUL NANG'S SHIRT PRINTING SALES
GREATLY INCREASES**

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ABSTRACT

T-Shirt printing is one of the most interesting businesses to start. This business is highly recommended to people that have hobby towards the shirt printing. It almost covers all important elements in business especially marketing. People that have creative mind will easy to adapt with this business because it needs creative thinking to create attractive design for the t-shirt printing. So this business already run by highly rated businessman in Malaysia which is Saiful Nang. But, before he starts shirt printing business he already has a good background on photography especially on wedding event under Candid Syndrome Company. As this reason people already know Saiful Nang will have a proper income based on several business he has. In Shirt printing business, entrepreneurs need to have a skill to attract people and it is based on the design on the shirt or even on the promotion. Promotion is one of the element in 4p's, where every business create awareness among people through promotion. Promotion is used to communicate with customers with respect to product offerings (Rowley, 1998). But in Saiful Nang he more preferred by using social media as tool to promoted his product such as Facebook and Instagram. Other than that, it prove by this research based on the analysis people easy acceptance towards Saiful Nang attitude either direct or indirect communication, then this is the two main point which make Saiful Nang business sales increases in the market where that the main objective of this research "to know the factor that make Saiful Nang shirt printing sales greatly increases in the market". This research being conducted by using survey technique with 300 respondents which is from all around Malaysia which really give a good feedback until the three objectives has been achieved.