



**UNDERSTANDING THE EFFECTS OF INTERNET
MARKETING IN PERCETAKAN JASA EMBUN
ENTERPRISE**

NORSHAZWANI BT AHMAD

2012378369

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)
MARKETING**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

JOHOR

JANUARY 2015

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for making it all possible. Alhamdulillah with his guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their valued help and contributions to the preparation of this report:

Academic advisor, Puan Noreen Noor Bt Abd Aziz, for her never ending support, guidance, patience, and irreplaceable time spent guiding me towards the completion of this report. Thank you for the time spent to advise me in writing my report. Not to forget, thank you to Puan Jaslin Bt Md. Dahlan for her guidance and time spend with me.

My warmest appreciation and thanks go most to Miss Siti Nur Syafarina Bt Husin my supervisor, for co-operation and invaluable insights in relation to the relevant information gathered for this project paper. Not only that, a million thank you Mr Yap Eng Boon and Yata Jasa Media Sdn Bhd teams for sharing their knowledge and experiences with me during the practical training.

My beloved family, friends and course mates, for their helpful suggestions, advices and moral support throughout the time of completing my industrial training and report paper.

Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

TABLE OF CONTENT

Declaration of Original Work	iii
Letter of Transmittal	iv
Acknowledgment	v
List of Table	vi
List of Figure	vii
Abstract	viii
Chapter 1: Introduction	
1.1 Background of the study	1-2
1.2 Organization Background	3-6
1.3 Problem Statement	7-8
1.4 Research Objectives	9
1.5 Research Questions	9
1.6 Significance of Study	10
1.7 Limitation of Study	10
1.8 Scope of Study	11
Chapter 2: Literature Review	
2.1 Introduction	13
2.2 Definition of Internet Marketing	13-14
2.3 The Effects of Implementing Internet Marketing	15-16
2.4 2.3.1 Sales Performance	
2.3.2 Build Relationship with the Customers	
2.3.3 Business Efficiency	19
Chapter 3: Research Methodology	
3.1 Introduction	24
3.2 Sources of Information	
3.2.1 Primary Data	24
3.2.2 Secondary Data	25
3.3 Data Collection Method	27
3.3.1 Interview	
3.3.2 Observation	
3.4 List of Interviewees	28
3.5 Interview Protocol	28
3.6 Data Procedure for Each Objective	29
3.7 Relationship between RO and Interview Questions	30
Chapter 4: Findings and Gap Analysis	
4.1 Introduction	31
4.2 Findings	
4.2.1 RO 1 and RO 2	31-33
4.2.2 Observation	34-35
Chapter 5: Conclusions and Recommendations	
5.1 Introduction	39
5.2 Gap Analysis	39-41
5.3 Conclusions	42
5.4 Recommendations	43-44

REFERENCES

ABSTRACT

The implement Internet Marketing on the business can give effect to the company or an organization. The objectives of this study are to understand the effects of implementing Internet Marketing to PJEE. The second objective is to suggest improvement of on the important Internet Marketing. One of critical issue of this study is how the new company applies to implement Internet Marketing can effects their business and also the relationship with their online customers. In relations with that, this study focus is given to the most company is Percetakan Jasa Embun Enterprise (PJEE). The recent observation shows that Percetakan Jasa Embun Enterprise is new company and their business in implementing Internet Marketing. The results of this study would be obtained through interview with the top management of Percetakan Jasa Embun Enterprise. Therefore, the result of the research point out there is the effect implementing Internet Marketing are sales performance, build relationship with customers and business efficiency. The result from this study is expected to the researcher in deriving a better understanding of the effect implementing internet Marketing and how the way to do improvement on Internet Marketing.

Keyword *Internet Marketing, Online Marketing, The Effects Internet Marketing*

CHAPTER 1

INTRODUCTION

1 Background of Study

The government of Malaysia day by day does to develop a new technology. One of the reasons is Malaysia in processing to be developing country. To be involved in developing country the facilities, technology, economy, political must be in stable condition. In term of technology, Malaysia is increasing of develop new technology. Internet is one medium of technology advancing. Internet is important to our daily life and also in business or company.

Today, many people do their business through Internet. Internet is widening network to do globalize. Furthermore, internet is used for advertising for a business activity. According to Berita Harian Online (2013) In Malaysia the business activities Internet is getting more well-known and well-received in the market, accordance with country's economic progress and development.

Besides that, business activities are one of the way how people can get high profit. As the marketers, they used internet to make their product or services in customers mind. They also need create advertisement to be competitive advantage to their company or business. It means they need to use any medium of advertising or tool of communication to express the products or services to their potential customers.

In addition, tool of communication can divided into traditional and modern method. Internet is one of the modern methods the marketers can choose. Thus, one way they choose is do business and marketing activities through Internet. It is because internet