



**THE EFFECTIVENESS OF TUPPERWARE BRANDS'S PROMOTION STRATEGIES
TOWARDS CUSTOMER PURCHASE DECISION**

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16 JANUARI 2012

ACKNOWLEDGEMENT

This paper project would not have possible without the support and enthusiasm of many people. In particular, I would like to thank Mdm Imelda Albert Gisip, my Advisor for her guidance, comments, stimulating suggestions and instructions throughout the completion of this project which has become an invaluable learning.

Appreciation also goes to the staff of Tupperware Brands business centre at Mega Hopes, Lintas who have contributed to this project and special thanks accord to Mdm Grace Hiew, Distributor of Tupperware Brands and all the staff at the front office for their kind support and cooperation for providing information to complete this project.

My sincere thanks also dedicated to my friends Mdm. Maraine Md Kassim and Mr. Yusrafie Hussien for assisting me to proof read this project.

Last but not least, I would like to express my special thanks to my family, colleagues and friends for their support, valuable hints and indirect contribution in the process of completing this research.

Thank you very much!

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ABSTRACT

This research entitled **“THE EFFECTIVENESS OF TUPPERWARE BRANDS’S PROMOTION STRATEGIES TOWARDS CUSTOMER PURCHASE DECISION”** is constructed in order to know the effectiveness of Tupperware Brands promotion strategy towards customer purchase decision. The objective of the research is to determine the effectiveness of Tupperware Brands strategy and to provide recommendations to further improve Tupperware Brands and to determine factors that influence customer to buy Tupperware Brand product. The research design used is descriptive study, and both primary and secondary data regarding the research were gathered. The approach used for this study is getting information through self administered questionnaires. Data that are collected then is processed with the used of Statistical Package for Social Science (SPSS). Information obtained is the turned into table and charts so as evaluation could be explained easily. External sources are also gathered from the business centre and also from Internet. Based on the analysis, the researcher had found the conclusion and some recommendation towards the effectiveness of Tupperware Brands promotion strategies towards customer purchase decision.

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