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**A RESEARCH ON THE APPROPRIATE ADVERTISING  
MEDIA FOR SYARIKAT TAKAFUL MALAYSIA SDN  
BHD (STMSB) IN DEVELOPING PUBLIC AWARENESS  
ON ITS PRODUCTS**

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**OCTOBER 2000**

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## LETTER OF TRANSMITTAL

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Dear Sir,

### RE : SUBMISSION OF FINAL RESEARCH PROJECT PAPER

I, hereby enclose a research report title "A Research on the Appropriate Advertising Media for Syarikat Takaful Malaysia Sdn. Bhd. (STMSB) in Developing Public Awareness on Their Products". The purpose of this work is to identifying the advertising media that can be the most favorable to the publics in receiving the information about STMSB's products. Besides, this work may contribute some recommendation to STMSB in choosing the appropriate advertising media for their promotion program that will able to develop public awareness on their products

The findings from this study will benefit STMSB in its future marketing decisions.

I do hope that this project paper will meet your requirement.

Thank you

Yours faithfully,

NOOR FZLINDA FABEL

## ACKNOWLEDGEMENT

Thank to Allah for the Passion and Mercy, who has giving me this chance and strength to accomplish this project paper.

I would like to express my deep gratitude to all the people who have contributed their insightful comments and helpful ideas in completing this project paper. My grateful special thanks go to my research advisor, En. Wan Fauzi Wan Mamat for his wise guidance and motivation throughout our discussion.

I would also like to put on record my appreciation for the invaluable contribution of the branch manager of STMSB, Kelantan, Mr. Norazhar Kassim, my supervisor, Mr. Zulkipli Abdullah and to all staff for their strong support and cooperation in all areas throughout the period under review.

Last but not least to my beloved parents and friends for their endless support.

Thank you. May Allay bless you all.

NOOR FZLINDA BINTI FABEL  
30 September 2000  
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**ABSTRACT**

This research is done in order to find the appropriate advertising media of Syarikat Takaful Malaysia Sdn. Bhd. (STMSB) that able to develop public awareness on its products. The development of this topic is derived from the present problems faced by STMSB, that is lack of awareness on STMSB's products among publics. The main objective of this research is to determine the suitable advertising media that able to reduce the lack of public awareness on STMSB and its products, which will increase the demand for STMSB's products. Due to some limitations, such as budget constraints, manpower and time constraints, samples for this research were only selected among people in Kota Bharu, Kelantan.

According to the findings that have been gathered, most of the respondents agreed that television able to make them aware on a product or service offered by a company. As the conclusion, STMSB should involve in television advertising actively rather than only advertise its products in certain newspaper and magazine in order to increase the degree of awareness among publics towards its products. Besides, STMSB could add other marketing communication tools such as exhibition, seminar and expo, which conducted by its marketing officers. With this, public will able to accept the information from the marketing officers as they have already aware about the products offered by STMSB through advertisement in television.