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ABSTRACT

Dawama Sdn Bhd is currently experiencing low sales of books and magazines. Because of this, the company is continually looking for ways in order to improve the effectiveness and efficiency of their promotional plan. This research is conducted in order to determine level of effectiveness of the current promotion strategy of Dawama and to find factors that would lead to sales maximization for the company. The methodology used to develop survey instrument is the combinations of literature reviews and questionnaires response. The purpose of the questionnaire would be to gather and explore perceptions, thoughts, and opinions of customers regarding Dawama's promotional plan. The complete data is analyzed using appropriate tools in order to present findings such as Frequency Analysis and Factor Analysis. Based on the findings, the researcher can conclude that, all objectives in this research are achieved. Five promotional tools which is applicable for Dawama's sales maximization are identified which include sales promotion, advertising, direct selling, personal selling and public relation. Respondents rated that the level of effectiveness of the company's current promotional strategy is at the average stage; which means the company has much to improve. Among all five, sales promotion has the highest votes. Meanwhile, personal selling and public relations have the least votes by respondents; which means the company should improve both activities. In the end, findings are combined in order to generate conclusions and recommendations of this research.

Keywords: *Promotion strategy, Promotional plan, Sales promotion, Sales maximization, Advertising.*