

**TITLE: MARKETING COMMUNICATION PROPOSAL
 FOR GARANG RACING SDN. BHD.**

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ABSTRACT

Motor Sports is considered still an infant business among Malaysian. Unfortunately its offer a wide opportunity for development in facing the challenge of the mature motor sports industry for the year 2000.

The report was a study made on the motor sports industry focusing on the cultivating the opportunity of a new concept, namely Fast Lane Advertising. The objective of this report is to proposed and recommend a well structured marketing communication effort for Garang Racing. SWOT analysis was done to identify the opportunities.

There is no base of comparison or standard be followed and this will tend to suit The Malaysian View. Since this is a new concept, therefore in obtaining the information. I have done personal interview with the people directly involve in The motor sports industries as a whole namely; viewers, participants, organisers, and Motor Sports Club members.

This report is one of the requirements in obtaining the Advanced Diploma in Business Studies (Marketing) certificate.

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