

DECLARATION OF ORIGINAL WORK



A STUDY ON THE EFFECTIVENESS OF PROMOTION  
STRATEGY FORMULATED BY PUBLIC MUTUAL  
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
IN KOTA KINABALU AREA

MARA UNIVERSITY OF TECHNOLOGY  
SABAH

DECLARATION OF ORIGINAL WORK

I, AZILINAH BINTI ASIN,

(IC Number: 830421-12-6374)

Hereby, declare that:

**AZILINAH BINTI ASIN**

**2007298568**

This work has not been accepted in substance for any degree, locally or overseas and not being concurrently submitted for this degree or any other degree.

**Submitted in Partial Fulfillment of the Requirement for the  
Bachelor of Business Administration (Hons) Marketing**

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

**FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
SABAH**

Signature

A handwritten signature in blue ink, appearing to read 'Azilinah Binti Asin'.

Date

23 OCT 2009

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## ABSTRACT

The aim of this study is to see the effectiveness of promotion strategy formulated by Public Mutual in Kota Kinabalu area.

Public Mutual Berhad (Public Mutual) is the largest private unit trust company in Malaysia and currently manages 67 funds with total NAV of more than RM23.3 billion for more than 2,000,000 accountholders.

Public Mutual anchors 38.9 percent market share in private unit trust funds when measured by net asset value (source: The Edge-Lipper, 19 January 2009).

Public Mutual markets its funds through its dedicated and trained unit trust consultants force which is currently the largest and collectively the most productive in the entire private unit trust industry. Public Mutual is linked extensively through its national network of branches, as well as agency offices to provide better service to the investors. In addition, investors of Public Mutual can also take advantage of Public Bank branches that act as effective collections centers for Public Mutual.

Promotion involves disseminating information about a product, product line, brand, or company. It is one of the four key aspects of the marketing mix. The other three elements are product marketing, pricing, and distribution.

The term "promotion" is usually an "in" expression used internally by the marketing company, but not normally to the public or the market - phrases like "special offer" are more common.

Marketing effectiveness is the quality of how marketers go to market with the goal of optimizing their spending to achieve good results for both the short-term and long-term. It is also related to Marketing ROI and Return on Marketing Investment (ROMI).

The practice of marketing effectiveness is often criticized because it allegedly only focuses on short term revenue gains. When, in fact, by definition, it concentrates on marketing actions that can be taken to improve both short and long term results. Short term results improvements are measured in terms of revenue gains. Long term improvements are typically measured in terms of gains in brand equity in the minds of a company's customers.