



**"EFFECTIVENESS OF PROTON SALES PROMOTION:
THE STUDY IN KOTA KINABALU."**

*Submitted in Partial Fulfillment
of the Requirement for the
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**IRENE JONAH@JIMMY
2005813715**

*FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU*

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU**

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ABSTRACT

This research paper is the final requirement for the final year student of Business Administration (Hons) Marketing. The research is conducted in Kota Kinabalu to identify whether the public are aware of the Proton sales promotion. The main objectives of the research are identifying factors that lead to the effectiveness of Proton sales promotion and to get suggestions from respondents to improve Proton sales promotion.

The data is collected from Primary data and secondary data. Primary data is the data that originally collected and carried out through the use of questionnaire. Secondary data also known as the historical data that is previously collected and assembled for some project other than the problem at hand. The sample size is 200 respondents and researcher has managed to get the feedback from 183 respondents. The research used convenient sampling to get respondents.

In analyzing the data, frequency distribution, percentage and cross tabulation were used the findings revealed there was still a large percentage of respondents did not aware of the Proton sales promotion. The recommendations came up in helping to increase the sales volume of Proton lines of vehicle include create attractive, effective and creative Proton sales promotion.