

A STUDY ON MARKETING TOOLS OF TOUCH N'N GO
(PARK MAY BERHAD)

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ABSTRACT

A study will be conducted to enhance the effectiveness of the marketing strategies being implemented by Park May to promote the TOUCH 'N' GO. The study will be identified the strategies applied and measures their effectiveness by interviewed the users and measures their level of knowledge.

The TOUCH 'N' GO is one of the Electronic Fare Collections methods. The marketing functions are important to promote the TOUCH 'N' GO. Since TOUCH 'N' GO is so much technology involved it is important to ensure the system is accepted by the public and make the public used it.

Again the effectiveness of the TOUCH 'N' GO marketing strategies will be measures but the measurement tool will be the total sales of TOUCH 'N' GO in the year 1997 and year 1998.

The methodologies will be used to collect data will be questionnaire and interviewed. Questionnaire will be distributed to the public or more specifics to the TOUCH 'N' GO users. There will be 100 questionnaire will be distributed. The person being interviewed was the Corporate Service Executive of Park May Berhad, Puan Nirwanzah Jamaluddin. The interviewed will be focus on the pricing policy of the TOUCH 'N' GO.

The data collected will be presented in several numbers of analysis techniques, which are pie chart, bar graph and tables.

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1.0 INTRODUCTION

The TOUCH 'N' GO smartcard system is an Electronic Fare Collection System. It has been adopted into our transportation system in June 1997 by Park May Berhad, one of the leader in transport industry.

The implementation of TOUCH 'N' GO has been the new technology revolution in our public transportation systems, before this, the transit system applied a mixture of fare collection system, while the TOUCH 'N' GO is an integrated ticketing system. Which is accepting one ticket for the various different modes of transportation within a city. For examples rather than having to purchase different tickets for each separate transit mode, these system will allow the purchase of one ticket that is accepted by all the different transit opportunities in a given city, be they private or publicly owned.

In order to attract people to use such fare collection involving in high technology, people should be educated first about the way how to use the Electronic Fare Collection system examples TOUCH 'N' GO.

The marketing functions are to introduce a product to the public, educate how to use the product to the public and attract them to use the product.