

**THE STUDY OF THE PROMOTIONAL STRATEGIES
IMPLEMENTED BY SBBU SDN BHD TOWARDS ENHANCING
PUBLIC AWARENESS ON ITS PRODUCT**

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ABSTRACT

Syarikat Bandar Baru Uda or known as SBBU Sdn. Bhd. is a wholly owned subsidiary company of UDA Holdings Berhad, which involved in housing and commercial development. SBBU was given the responsibility to promote planned urban development.

This research was conducted to identify whether the promotional strategies implemented by SBBU Sdn. Bhd. is effective or not, in order to enhanced public awareness towards its properties. The main objective of this research is to know the level of public awareness towards the company's existing properties.

Promotion is important in informing, persuading and reminding customers about particular product or services offered by the company. By using promotion, it is able to attract customer's attention and influence them to make a purchase.

There are several techniques that have been used in order to obtain information from the respondents. The targeted respondents for this research were located in Johor Bahru especially in Tampoi and Skudai areas. 100 questionnaires had been distributed to those respondents. Furthermore, secondary data from sources such as printed media, Internets and articles were used in the research in order to obtain further, current and in depth information about the study.

Upon the findings, it is found that the promotional activities for the company such as advertising through pamphlets, banners, billboards and exhibitions have created awareness more than 50% of their respondents. While, the company's promotional activities through newspapers, television / radio and SBBU staffs resulted in low percentage in awareness from their respondents.

Generally, the study shows that 54% of respondents are aware with the company's promotional activities. However, SBBU still required to improved their promotional activities since the gap between respondents who aware and not aware are closed. Thus, the promotional activities implemented by SBBU Sdn. Bhd. need to be improved from time to time in order to enhance public awareness on its properties.

The success of the promotional activities needs a full commitment, sustained attention and interaction, support and effort from all of the SBBU Sdn. Bhd. staffs because all of them are depending on each other to achieve their mission and objective for the company and thus, continue surviving in their long-term operation.

As a conclusion for the overall research, it was agreed that even though the percentage of public awareness are more than public who are not aware, the company still need some improvement especially in term of promotional tools and advertising media used to ensure SBBU properties will become a successful housing development and well-known company by all level of customers.

TABLE OF CONTENT

	<i>PAGE</i>
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	viii
ABSTRACT	x
CHAPTERS	
1.0 INTRODUCTION	
1.1 Introduction	1
1.2 Overview Of Malaysian Property Market	1
1.2.1 Objectives of Housing Development	2
1.2.2 Housing Policy	2
1.2.3 Housing Strategy	3
1.3 Background Of The Company	3
1.3.1 Company's Vision	4
1.3.2 Company's Corporate Objectives	5
1.3.3 The SBBUs Role in Urban Development	5
1.3.4 Vision For The Future	7