



**A STUDY ON THE EFFECTIVENESS
OF PROMOTIONAL ACTIVITIES MADE BY
MALAYSIA AIRPORTS TECHNOLOGIES SDN BHD
TO ATTRACT THE BUSINESS CLIENTS**

**KHADIJAH MOHAMED NOR
2000346455**

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

APRIL 2003

LETTER OF TRANSMITTAL

Khadijah Mohamed Nor
Faculty of Business and Management
MARA University of Technology
Alor Gajah Campus
Km26 Jalan Lendu
78000 Alor Gajah
Melaka

The Head Of Programme
En Ismadi b Ismail
Faculty of Business and Management
MARA University of Technology
Alor Gajah Campus
Km 26 Jalan Lendu
78000 Alor Gajah
Melaka

APRIL 2003

Dear Sir,

RE: SUBMISSION OF PROJECT PAPER

With reference to the above matter, I hereby enclose the project paper entitled '**A study on the effectiveness of promotional activities made by Malaysia Airport Technologies Sdn Bhd to attract the business clients**' for your kind perusal. I hope that the project paper will fulfill requirement of the course.

I would like to thank you for your guidance in the preparation of the thesis.

Thank You.

Yours sincerely,

(Khadijah Mohamed Nor)
2000346455

ABSTRACT

This project paper focuses on the use of promotional activities or marketing tools made by MA Technologies Sdn Bhd in the airports and ICT Industry. These tools include personal selling, advertising, public relations, publicity, exhibition, and internet/websites. MA Technologies use such promotional activities to provide the information to clients and clients use them to obtain the information about the company.

Therefore, the main objective of the study is to identify the effectiveness of promotional activities made by MA Technologies to attract the business clients to use the products and services. Besides that, this study intend to identify the problems the MA Tech are facing and to detect what kind of support that they need to become successful in their promotional activities.

To ensure the success of this research, primary and secondary data collection method is applied. Primary data was gathered through 35 sets of questionnaires that have been distributed to the respondents in the KLIA Community. While secondary data are gathered from various sources, which are internal and external secondary data and then using the SPSS program to processes these data.

The conclusions of this study are the outcome from the survey analysis, findings and recommendations given by the respondents. Finally, the researcher hope that all data, informations and knowledge will be able to help the MA Technologies to identify their strength and weaknesses and to try to improve their strategies in promotional activities.

ACKNOWLEDGEMENTS

First and foremost, Alhamdulillah, thank you to the Almighty for giving me the inner strength, knowledge, skills and good health to me to complete this project paper.

My heartfelt thanks goes to my family especially to Mak and Abah who have given me their support, encouragement, comfort and inspiration to write this project at ease. Definitely, I am also deeply indebted to my beloved advisor, Prof Madya Pn Shahariah Binti Hj Osman, who offered valuable, distinctive guidance with qualities, superb insight and encouragement to complete this project paper successfully.

In addition, I would like to extend my special thanks and appreciation to Prof Madya Dr Arshad Hashim who is very friendly and professional approach providing me with academic assistance, guidance and suggestions throughout the cause of preparing and completing this project paper.

I would like to express and extend my gratitude to Puan Hazlinda Mohd Zain, Senior Manager and the staff of business department division of Malaysia Airport Technologies Sdn Bhd especially to Effendi Azaima, Sazali Abdul Hamid, Noraliza Muin, Andy Roy Sian, and Norhazizi A.Rani for their support, assistance and valuable information during my practical training.

To the many others not specifically named who have provided me with valuable information, support and encouragement, my heartfelt gratitude and thank you goes to you too.

Thank You.

TABLE OF CONTENTS

LETTER OF TRANSMITAL	I
ABSTRACT	II
ACKNOWLEDGEMENT	III
TABLE OF CONTENT	IV-VI
LIST OF TABLES	VII
LIST OF FIGURES	VIII-IX

CHAPTER 1 INTRODUCTION

1.1	Background of Company.....	1 - 3
1.2	Background of Study.....	4 - 5
1.3	Scope of Study.....	5 - 6
1.4	Problem Statement.....	6 - 8
1.5	Research Question.....	8
1.6	Objective of Research.....	9
1.7	Assumption.....	9
1.8	Significance of Study.....	10
1.9	Limitations.....	11
1.10	Definition of terms.....	12

CHAPTER 2 LITERATURE REVIEW

2.1	The Communication Flow.....	13
2.2	Promotional Tasks.....	14
2.2.1	Informing.....	14
2.2.2	Persuading.....	14
2.2.3	Reminding.....	15
2.3	Promotional Mix.....	16
2.4	Factors that affect the promotional mix.....	17
2.4.1	The nature of the product.....	17