



THE IMPACT OF PROMOTIONAL MIX TOWARDS
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“DECLARATION OF ORIGINAL WORK”

I, Nor Hasliah Binti Mohd Hashim,

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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Assalamualaikum. Bismillahirrahmanirrahim. Praise to Allah, the Lord of all the World, Most Gracious, Most Beneficent, Most Merciful, and Master of the Day of Judgment, and may the peace and blessings of Allah be upon His servant and Messenger our Prophet Nabi Muhammad s.a.w. and upon all his family and Companions. Through His blessing I enable to accomplish this research proposal.

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ABSTRACT

Promotion is one of the key aspects of the marketing mix. Promotion involves disseminating information about product, product line, brand or company and this variable creates a promotional mix or promotional strategy. Regardless of what types of business the company are in, they need to develop promotional strategies. Company can use promotional mix for their promotional strategies in helping them to communicate clearly to their target market. Through promotional activities also company can inform consumers the important information about their products or services

The development of customer awareness is one of the main objectives of advertising and promotion. When people think of examples of a product type or category, they usually think of a limited number of brand names.

Arahmas Damai Travel & Tours service existence is not being aware by public majority. One of the factors is the lack of effective promotional activities done by ADDT to attract customer are not very aggressive and it is not enough to attract consumers to purchase company's product and services. Thus this paper is carried out the study the impact of promotional tools towards Arahmas Damai Travel & Tours in the light of five determinants, which are advertising, sales promotion, public relation, personal selling and direct marketing.

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