



**CUSTOMER RESPONSE TOWARDS THE IMPORTANCE OF UNIPEQ
SDN BHD'S MARKETING COMMUNICATION TOOLS**

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- This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees
- This research paper is the result of my independent work and investigation, except where otherwise stated
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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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In the name of Allah, the most benevolent and most merciful.

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ABSTRACT

To be successful, organizations must look into the needs and wants of their customers. This is the reason why many researchers have continuously emphasized on the importance of promotion strategy or marketing communication. This will help to increase the sales of the product, company and their product and services. promotion mix which also known as marketing communication can be the best solution in providing information, build customer relationship as well as persuasively communicate customer value.

The purpose of study this study is to explain about the customer response towards importance of marketing communication tools. The conclusion suggest that the company should apply more to public relation and printed material more accurately that will give them benefit to use the method as combine to the other elements also. Unipeq Sdn Bhd may take the recommendation for the idea in generating the effective marketing communication campaign in future.

Keyword: Promotional Tool, Integrated Marketing Communication, Printed Material, Advertising, Public Relation, Direct Marketing, Customer Response

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