



PROJECT REPORT

**“A STUDY ON THE EFFECTIVENESS OF ADVERTISING, PERSONAL
SELLING AND SALE PROMOTION ON PROMOTIONAL ACTIVITIES OF
HOTEL PONTIAN”**

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BACHELOR IN BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

APRIL 2011

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) marketing**

FACULTY OF BUSINESS MANAGEMENT

UITM, BANDARAYA MELAKA

2011

MELAKA

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY
OF BUSINESS MANAGEMENT MARA UNIVERSITY OF THE TECHNOLOGY
MALACCA

“DECLARATION OF ORIGINAL WORK”

I, AMIRAH BINTI MOHSIN, (I/C Number: 890715015730)

Hereby, declare that

- This work has not previously been accepted in substance for any degree, locally or overseas and not being concurrently submitted for this degree or any other degree.
- 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.

Signature :

Date:

LETTER OF SUBMISSION

29 APRIL 2011

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

Melaka

Dear Sir,

SUBMISSION OF REPORT

Attached is the project paper titled **“A STUDY ON THE EFFECTIVENESS OF ADVERTISING, PERSONAL SELLING AND SALE PROMOTION ON PROMOTIONAL ACTIVITIES OF HOTEL PONTIAN,”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank You

Yours Sincerely,

AMIRAH BINTI MOHSIN

2008404068

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Marketing is an element that very important to ensure the successful of an institution. To make sure the activities of marketing success so the marketers have to use the suitable promotional activities. They have five types of promotional tools such as advertising, personal selling; sell promotional, direct marketing and public relation. All this activities will help the Hotel Pontian make sure customer know about organization and help organization expand their business.

This study conducted focusing on the **“The Effectiveness of Advertising, Personal Selling and Sales Promotion on Promotional Activities of Hotel Pontian”**. The main objectives of this study are (1) To determine the level of the effective of advertising, sales promotional and personal selling toward Hotel Pontian customer (2) To identify whether these promotional activities can create or develop brand awareness (3) To analyze and identify alternative that can be used to improve the effective promotional activities to encourage repeat purchase and make sure customer be loyal to Hotel Pontian. From this study I expected that from the promotional activities is important to organization. This study, provide more information to Hotel Pontian and they can use the researcher finding to improve their promotional activities.