

**RECRUITING PROCESS: AGENT-GET-AGENT
STRATEGY AT CREATIVE AGENCY MAA
SEREMBAN BRANCH**

FAIZAH BINTI ZAINAL

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of the Requirement for the
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(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

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DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, FAIZAH BINTI ZAINAL, (I/C Number: 830130-01-5466)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it 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.

Signature: _____

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11 / 05 / 2007

LETTER OF SUBMISSION

11 May 2007

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "RECRUITING PROCESS: AGENT-GET-AGENT STRATEGY AT CREATIVE AGENCY MAA SEREMBAN BRANCH" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



FAIZAH BINTI ZAINAL
2004118543

Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

Agent-get-agent is one of the strategies used by Creative Agency in recruiting process. The best sources of recruits are referrals from the successful agents. Chief Consultant has a regular meeting with existing agents on an informal one-to-one basis and discusses who their contacts are and what means to them in terms of recruiting potential. The research objectives are to identify what factors that influence agent to get a new agent, to determine the suitable method in pre-approach for agent to apply during get a new agent, to identify the sources that the agent used to get a new agent. Beside that, researcher wants to make some recommendation in assisting the agency to improve the current strategy in recruiting process.

For the purpose of the study, the exploratory research and descriptive research was deployed in order to obtain the objectives. Sampling random sampling has been utilized with 59 respondents or the sample size. Self-administered questionnaire was used as the survey instrument beside interviews as the source of primary data. By using the analysis generated by SPSS (Statistical Package for the Social Science), results are analyzed and deduction being drawn. Looking at the result in data analysis and cross tabulation did hypothesis testing. Finally, the findings from this study conclude that most of factors were influence agent to get a new whereby Creative Agency keep using in recruiting process.