

**THE EFFECTIVENESS OF PROMOTION TOOLS  
DONE BY ONE TWO THREE COMMUNICATION  
(M) SDN. BHD. FOR POSTPAID CELCOM  
EXECUTIVE PLAN 50: CASE STUDY IN BANDAR  
MELAKA**

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

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

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

**“DECLARATION OF ORIGINAL WORK”**

I, Mohd Hafiz Bin Ahmad, (I/C Number: 830602-02-5671)

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.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

24/11/08

## LETTER OF SUBMISSION

4 NOVEMBER 2008

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
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Universiti Teknologi MARA  
Kampus Bandaraya Melaka,  
110 Off Jalan Hang Tuah,  
73500, Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper titled **"THE EFFECTIVENESS OF PROMOTION TOOLS DONE BY ONE TWO THREE COMMUNICATION (M) SDN. BHD. FOR POSTPAID CELCOM EXECUTIVE PLAN 50: CASE STUDY IN BANDAR MELAKA"** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



MOHD HAFIZ BIN AHMAD  
2006819309

Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

One Two Three Communication (M) Sdn. Bhd. is the key dealer of Celcom which promotes and sells Celcom's products. In year 2008, the sales for postpaid Celcom Executive Plan 50 (CEP 50) not achieved monthly sales target. Due to that problem matter, researcher do the research study on effectiveness of promotion tools done by One Two Three Communication that come with the objectives to determine is the advertising, sales promotion, public relations and personal selling influence effectiveness of promotion tools. Next, is to measure the level effectiveness of the promotion tools that used by One Two Three Communication and last is to provide recommendations that can help the company to enhance their promotion efforts for postpaid CEP 50.

In this study, the researcher used the research design of Descriptive Research and Causal Research. For sampling technique, researcher used Convenience Sampling in Non-Probability for this study. Researcher distributed the questionnaire to respondents randomly around Bandar Melaka to have primary data for data analysis and other sources are from reports journals and so on. Cross Tabulation Analysis and Hypothesis Test, a clear findings and results are observed showed that the effectiveness of promotion tools were influenced by advertising, sales promotion, public relations and personal selling. By used Regression, the findings shows that the major factor that influenced effectiveness of promotion tools was sales promotion. The researcher also gave some recommendations for One Two Three Communication (M) Sdn. Bhd. to improve their promotion efforts to become more effective.