

**THE EFFECTIVENESS OF  
THE PROMOTIONAL TOOLS IN CREATING  
AWARENESS TO CURRENT AND POTENTIAL CLIENTS  
OF ISLAMIC BANKING AND FINANCE INSTITUTE  
MALAYSIA**

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

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA (UiTM)  
KAMPUS BANDARAYA MELAKA.**

**2008**




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

**“DECLARATION OF ORIGINAL WORK”**

I, Noor Nadirah bt Mohd Adam, (I/C Number: 831122-14-5716)

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 Nov 08

## LETTER OF SUBMISSION

24<sup>TH</sup> NOVEMBER 2008

The Head of Program  
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Dear Sir,

### SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled “**THE EFFECTIVENESS OF THE PROMOTIONAL TOOLS IN CREATING AWARENESS TO CURRENT AND POTENTIAL CLIENTS OF ISLAMIC BANKING AND FINANCE INSTITUTE MALAYSIA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



NOOR NADIRAH BT MOHD ADAM

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Bachelor of Business Administration (Hons) Marketing

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## ABSTRACT

This research is about a study of the effectiveness of the promotional tools in creating awareness to current and potential clients of IBFIM. These promotional tools which include direct marketing, advertising, publicity, sales promotion and personal selling are the factors that have been done by IBFIM in creating awareness to current and potential clients.

This survey is conducted at Islamic Banking and Finance Institute Malaysia Kuala Lumpur. The sample size for this study is 80 respondents. There were 100 questionnaires being distributed and only 80 were returned and completed. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that contain promotional tools in creating clients awareness. Data are analyzed using Reliability Test, Frequency, Cross Tabulation and T-test through SPSS program. From the results, it was identified that advertising is the most effectiveness of the promotional tools that have been practiced by IBFIM. While advertising, personal selling and direct marketing are significance that will influence clients awareness towards IBFIM.

The result shows that all of the promotional tools that have been done by IBFIM are effective. Several recommendations could enhance IBFIM in improving their promotional tools in creating awareness to their clients such as; they should do aggressive promotion activities to deliver what types of products and services that offered at IBFIM, make more promotions on integrated marketing communication, maintain a good relationship with their existing clients, provide program with current and potential clients, and should increase more on sales promotion and publicity.