



**“THE EFFECTIVENESS OF PROMOTION MIX IN
COMMERCIALIZING RUBBER LEAVES HANDICRAFT”**

AZILAHANI BT MAHAMAD RABAAI

2006142787

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA CITY CAMPUS

“THE EFFECTIVENESS OF PROMOTION MIX IN
COMMERCIALIZING RUBBER LEAVES HANDICRAFT”

AZILAHANI BT MAHAMAD RABAAI

2006142787

Submitted in Partial Fulfillment
of the Requirement for the
BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA CITY CAMPUS

NOVEMBER 2009



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

“DECLARATION OF ORIGINAL WORK”

I, Azilahani Mahamad Rabaai, (I/C Number: 830606-08-5444)

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 paper is a 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: 16th November 2009



LETTER OF SUBMISSION

16th November 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
75300 Off Jalan Hang Tuah
MELAKA

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (MKT)

Attached is the project paper titled **“THE EFFECTIVENESS OF PROMOTION MIX IN COMMERCIALIZING RUBBER LEAVES HANDICRAFT”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

AZILAHANI BT. MAHAMAD RABAAI

2006142787

Bachelor of Business Administration (Hons) Marketing

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. This will help to increase the sales of the product. 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.

Due to this, an organization especially RISDA must really understand what exactly promotion strategy is and how it gives impact to customer purchase intention towards rubber leaves handicraft. There are many medium that RISDA can used in order to promote the uniqueness rubber leaves handicrafts. The most effective medium are advertising, sales promotion, public relation and direct marketing.

When the relationship between effective promotion strategies and promotion mix is positive whereby if the promotion strategies is effective and gained positive perception from the customer, the customer will have favorable intentions as well.

Besides, the feedback from the questionnaire that the researcher distributed also gives an impact to the company. All this feedback can upgrade the performance of the company. All this feedback can upgrade the performance of the company. There are several strategies that been recommended to RISDA which are they need to do promotion activities continuously by using the best medium of promotion mix such as advertising, sales promotion and direct marketing. These medium are the most effective medium in helping boost the product in the market.