



**PROMOTIONAL ACTIVITIES IN INCREASING SALES BY IKHLAS CONSULTANT
& SERVICES, SKUDAI.**

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BACHELOR OF BUSINESS ADMINISTRATION

(HONS) INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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

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UiTM, KAMPUS BANDARAYA MELAKA

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“DECLARATION OF ORIGINAL WORK”

I, Fifizilla binti Ahmad Sukaimi, (I/C Number: 880716-01-5274)

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 any investigation 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

APRIL 2011

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “*Promotional Activities In Increasing Sales By Ikhlas Consultant & Services, Skudai*” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely,

Fifizilla binti Ahmad Sukaimi

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Ikhlas Consultant & Services (ICS) is one of financial consultant company which promotes Takaful Ikhlas products. The issue statement to be discussed is promotion activities done by the company to increase sales as to achieve the higher sales targeted. The purpose of this study is to suggesting company with the suit of promotion in order to make sure that company practices are fully effective. Data being collected by conducting interview and do observation.

The company needs to improve some of promotion activities practices in order to sustain in the market now is tough. This is because of the number of competitors who are already in the market and new in the market are increases. Besides, company may apply another two promotional tools as it did not apply yet which are sales promotion and event and experience.