



PROMOTIONAL TOOL  
IN GUARDIAN SS 15

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NOVEMBER 2009

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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**“DECLARATION OF ORIGINAL WORK”**

I, Lailatul Noreen Binti Md Noodin (840307-14-5944)

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: 5 November 2009

## **LETTER OF SUBMISSION**

5<sup>th</sup> November 2009

The Head of Program  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “PROMOTIONAL TOOL IN GUARDIAN SS15” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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# **Promotional tool in Guardian SS15**

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## **Abstract**

The purpose of study this study is to explain about the application of marketing communication tools that mostly Guardian SS15 Subang Jaya used for January 2009 until October 2009 that generate their income. Conclusion suggest that the company should apply more to personal selling more accurately that will give them benefit to use the method as combine to the 4 element also.

*Keyword:* Promotional Tool, Integrated Marketing Communication, Personal Selling

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