

#### A STUDY ON THE APPLICATION OF COMMUNCATION MIX TO INCREASE LEVEL OF CONSUMER AWARENESS TOWARDS EON TECHNOLOGIES SDN BHD (AKADEMI SAGA)

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# BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

**APRIL 2010** 



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

#### "DECLARATION OF ORIGINAL WORK"

I, Maisarah Binti Ramly, (I/C Number: 860119-03-5260)

#### 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.

Signature:	Date: 27 <sup>™</sup> APRIL 2008
<del>-</del>	

27<sup>th</sup> April 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
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Dear Sir,

#### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A STUDY ON THE APPLICATION OF COMMUNICATION MIX TO INCREASE LEVEL OF CONSUMER AWARENESS TOWARDS EON TECHNOLOGIES SDN BHD (AKADEMI SAGA)" to fulfill the requirement as needed by the Faculty of Business Management, University Teknology MARA.

Thanks you

Yours sincerely

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#### **ABSTRACT**

Creating the effectiveness communication with customers is the most important aspect and how the company applied the element of the communication mix is the most important aspect in service marketing. Akademi Saga still has poor understanding of the role of application of the communication mix elements to the customers in attracting and maintaining prospective and present customers. This research article evaluates the effectiveness of communication mix has been applied by Akademi Saga in communicating with its customers with the aim of finding solutions to improve the existing communication and customer satisfaction. After reviewing related literature the data from that literature has been summarized and be used to get the gap between the company used and the practice used in the assessment to make the effective marketing mix element been use to make the company success in its industry. The data on the intake and graduated has been collected from year 2008 to 2010 and the total customized training has been done by year 2007 to 2010 has been analyzed to get the information and measured the effectiveness of communication mix elements has been applied by Akademi saga.

TABLE OF CONTENTS	PAGE
ACKNOWLEGDGE TABLE OF CONTENTS ABSTRACT	iv v vi
CHAPTER ONE: INTRODUCTION 1.1 Introduction 1.2 Background of the Company 1.3 Background of the Study 1.4 Issues Statement 1.5 Objectives	1 4 9 9 10
CHAPTER TWO: LITERITURE REVIEW Introduction 2.1 Element 1: Advertising 2.2 Element 2: Sales Promotion 2.3 Element 3: Personal Selling 2.4 Element 4: Direct Marketing 2.5 Element 5: Internet	11 11 13 15 16 17
CHAPTER THREE: FINDINGS Introduction 3.1 Sources of Information 3.2 Company Practices Relating to Issue 3.3 Gap Identification (Quantitative / Qualitative) 3.4 Findings	20 20 23 25 28
CHAPTER FOUR: CONCLUSIONS AND RECOMMENDATION Introduction 4.1 Conclusions 4.2 Recommendations	30 31
REFERENCE APPENDIX	33
Appendix I – The Advertisement Used for Intake January 201 Appendix II – Adsvertisement will be Use for Intake July 2010 Appendix III – Flyer will be Use for Intake July 2010	
(Automotive Technician Training Program) Appendix IV – Flyer for Vocational Training Officer (VTO) and Prior Achievement Program Appendix V – Flyer for Basic Car Maintenance	37 39 41