



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

**MAISARAH BINTI RAMLY  
2007137355**

**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>TH</sup> APRIL 2008

27<sup>th</sup> April 2010

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Melaka

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 Teknologi MARA.

Thanks you

Yours sincerely

MAISARAH BINTI RAMLY  
2007137355  
Bachelor of Business Administration (Hons) Marketing

## **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.

