



**A STUDY ON THE EFFECTIVENESS OF
PROMOTION DONE BY ATCEN SDN BHD**

**MARDIANA BT MOKHTAR
2006142819**

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

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Mardiana bt Mokhtar, (I/C Number: 840304-04-5024)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not been 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 the verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 30th November 2009

LETTER OF SUBMISSION

1st NOVEMBER 2009

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
73500 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**A STUDY ON THE EFFECTIVENESS OF PROMOTION DONE BY ATCEN**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

MARDIANA BT MOKHTAR
2006142819
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The research explores the Effectiveness of Promotion done by ATCEN. Factors included are personal selling, public relation, sales promotion, and websites. In May until October 2009 showed the reduce number of participants who attend ATCEN programs. Due to that problem matter, researcher do the research study on the effectiveness of promotion tools done by ATCEN. Participants who completed the questionnaire must be individual who already attend any of ATCEN programs. The objectives of this study is to know the level of the effectiveness of promotion done by ATCEN, to rank the promotional tools, to examine the distribution of promotional tools towards promotion effectiveness, and to give the recommendation to the company on what are other promotional tools that they can use in time to come.

In this study, the researcher used the research design of descriptive research and exploratory research. For sampling technique, researcher used Convenience Sampling in Non-Probability for this study. Researcher distributed 100 of questionnaires to be answered by self administered and by mail but manage to get 80 of them. Reliability test, frequency, and cross tabulation has been used in this study to get the data from the questionnaire. The findings showed that promotion made by ATCEN is effective and the most effective tool is Public Relation while Website is the least effective tool. The researcher also gave some recommendation to ATCEN Sdn Bhd to improve their promotion efforts to become more effective. All the data gathered from the questionnaire has been analyzed by using Statistic Package for Social Science (SPSS) version 14.0.

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