



**THE EFFECTIVENESS OF PLUSMILES LOYALTY
PROGRAM FOR PLUSMILES CARD IN
ENHANCING CUSTOMER AWARENESS**

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LETTER OF SUBMISSION

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MELAKA

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title **“THE EFFECTIVENESS OF PLUSMILES LOYALTY PROGRAM FOR PLUSMILES CARD IN ENHANCING CUSTOMER AWARENESS”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING



BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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“DECLARATION OF ORIGINAL WORK”

I, MOHD AZRUL SYAFIQ BIN MOHD ZIKRI, (I/C NUMBER: 850119145807)

Hereby, declared that,

- This work has not previously been accepted in substance for any degree, locally or overseas and not being concurrently submitted for this degree or any other degree.
- 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: _____

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CHAPTER 1

INTRODUCTION

This chapter serves as a general outlook of the research which entitles “**The Effectiveness of PLUSMiles Loyalty Program for PLUSMiles card in enhancing the Customer Awareness**” The main objective of this research is to uncover the level of effectiveness of PLUSMiles Loyalty Program of PLUS Expressways Berhad which may enhance the customer awareness of their PLUSMiles card through their loyalty program. Thus, PLUS Expressways Berhad will know their weaknesses and can improve their weaknesses as to further promote PLUSMiles card to their customer.

PLUSMiles Loyalty Program is a promotional program that similarity to other company promotional strategy that been used by other company in order to enhance the customer awareness about their brand name or product. It is an activity that offering incentive above and beyond the products inherent attributes and benefits to stimulate incremental in sales or association with the product over the short run.

In other words, promotion program are concerned with the planning, implementation and control of persuasive communication with the customers. This will make the customers who unaware of a product or service, to aware, to comprehension, to conviction and lastly to the buying action.