



**THE EFFECTIVENESS OF PROMOTION TOOLS IN  
ENHANCING THE CUSTOMER AWARENESS  
“STUDY IN RASAMAS RESTAURANT”**

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**NOVEMBER 2008**

# DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, **MOHD KHUSHAIRY BIN AHMAD SHAFUDIN**, (I/C NUMBER: **840609-14-6643**)

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 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: \_\_\_\_\_

## **LETTER OF SUBMISSION**

NOVEMBER 18, 2008

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

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "THE EFFECTIVENESS OF PROMOTION TOOLS IN ENHANCING THE 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

## **ABSTRACT**

This project paper which entitled 'The Effectiveness of Promotion Tools In Enhancing Customer Awareness "Study In Rasamas Restaurant"' purposely to study the influence of promotion tools used by Rasamas restaurant which is advertising, sales promotion and public relation in order to enhance the customer awareness. From this research, the researcher can identify the major problems that always faced by Rasamas and searching for effective solution on it matter arises.

This report outlining the introduction, literature review, findings, analysis, conclusions and recommendations based on the questionnaire distributed to customers at Rasamas restaurant Alamanda Putrajaya. Three hypotheses have been tested by using correlation Analysis. Based on the hypotheses testing, the research has found that there is no influence between independent and dependent variables.

In general, the objective of this study have been achieved regarding on most of the respondents are moderately aware about the promotion done by Rasamas restaurant.

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