



**A CASE STUDY ON THE PROMOTIONAL ACTIVITIES
PRANTICED BY PASDEC CORPORATION**

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“DECLARATION OF ORIGINAL WORK”

I, MOHD NUR SHAFIQ BIN SHARIF, I/C Number: 840208-08-5835

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 acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

The Head of Program,
Bachelor of Business Administration with Honours (BBAM)
Faculty of Business Management
Universiti Teknologi Mara
MELAKA.

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper title “A CASE STUDY ON PROMOTIONAL TOOLS PRACTICED BY PASDEC” to fulfill the requirement as needed by the faculty of Business Management, Universiti Technology MARA.

Lastly, I would like to express my gratitude for the effort and guidance that you have rendered for the completion of this project paper.

Thank you,

Yours sincerely

(MOHD NUR SHAFIQ BIN SHARIF)

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1.2 Problem Statement

PASDEC Corporation Sdn Bhd is one of the subsidiaries company under Perbadanan Kemajuan Negeri Pahang (PKNP). The company operated under PKNP at Complex Teruntum, Kuantan. PASDEC Corporation business involved developing residential and commercial building in Pahang state and also developed a few project outside Pahang. For this company, developing quality and satisfactory residential houses is always a first priority.

But having only a quality houses and projects is not enough to ensure the smooth and fruitful selling process. In order to get the best results in hand, beautiful houses must be assisted with an aggressive and effective marketing communication tools.

At present, PASDEC Corp is probably firing with full cylinders. They have done everything from personal to even have their own advertisement, but still the statistics shows that PASDEC sales has slump from 2007 to right until now. So the question to be answer is whether this condition is contributed by the ineffectiveness of PASDEC marketing tools or whether the current unhealthy global economic condition that drawn the plunge of PASDEC overall sales?