



**EFFECT OF PROMOTIONAL TOOLS TOWARDS  
SALES AT  
TENAGA NASIONAL BERHAD (TNB) PORT DICKSON  
AMONG THE DOMESTIC CUSTOMER**

**MUHAMMAD ASYRAFF BIN SULAIMAN  
2012151383**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
MARKETING**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

**JULY 2015**

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, Muhammad Asyraff Bin Sulaiman (920608-05-5053)

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 research, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: JULY 2015

## LETTER OF SUBMISSION

July 2015

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi Mara (UiTM)

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

75300 Melaka.

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**Effect of Promotional Tools Towards Sales at Tenaga Nasional Berhad (TNB) Port Dickson Among The Domestic Customer**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely

.....

MUHAMMAD ASYRAFF BIN SULAIMAN

2012151383

Bachelor of Business Administration (Hons) Marketing

## ABSTRACT

This research is about The Effect of Promotional Tools towards Sales at Tenaga Nasional Berhad Port Dickson among the Domestic Customer. The problem statement in this research is why the sales increase at Tenaga Nasional Berhad Port Dickson. There are four research objective in this research which are to identify the level of the sales at Tenaga Nasional Berhad Port Dickson, to determine relationship between Promotional Tools and Sales at Tenaga Nasional Berhad Port Dickson, to seek the most dominant Promotional Tool towards Sales at Tenaga Nasional Berhad Port Dickson and to identify the alternatives to improve sales at Tenaga Nasional Berhad Port Dickson. For the research methodology the domestic customer was used as the respondent. The method of sampling design is non probability sampling method and the technique that been use is convenience sampling. For the findings, this research is to test the reliability for the Cronbach's Alpha, find the respondent profile, find the level of sales at Tenaga Nasional Berhad Port Dickson, identify the relationship between Promotional Tools and Sales or the correlations whether it is significant or not significant and the last finding is the most dominant Promotional Tools or the coefficients.

## TABLE OF CONTENT

CONTENT	PAGE
LETTER OD DECLARATION	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x
 CHAPTER 1: INTRODUCTION	 1
1.1 Background of Tenaga Nasional Berhad Port Dickson	1
1.2 Problem Statement	4
1.3 Research Question	7
1.4 Research Objective	7
1.5 Significance Of Study	8
1.6 Scope Of Study	9
1.7 Limitation Of Study	10
1.8 Definition Of Terms	11