



**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL TOOLS
PRACTICED BY MERCEDES-BENZ MALAYSIA'S MERCHANDISING**

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“DECLARATION OF ORIGINAL WORK”

I, Muhammad Faizal Bin Samat, (I/C Number 890720-23-5009)

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 research paper is the result of my independent work and investigation, except where otherwise stated
- All verbatism extracts have been distinguish by quotation marks and sources of my information have been specially acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

25TH APRIL 2011

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title **‘A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL TOOLS PRACTICED BY MERCEDES-BENZ MALAYSIA’S MERCHANDISING’** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely.

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ABSTRACT

Promotion is the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision. Promotional tools contain five elements which are sales promotion, personal selling, advertising, direct marketing, and public relation. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

The research title “A Study on The Effectiveness of Promotional Tools Practice by Mercedes-Benz Malaysia’s Merchandising” had been conducted to obtain the results at Mercedes-Benz Malaysia (MBM). This research has been answered by 92 respondents through questionnaire. Instead of it, the Statistical Package for the Social Science (SPSS) version 14.0 has been used to summarize the data. Based on this research, the result indicates public relation is the elements that contribute most in promotional tools. Besides that, results shows there are significant relationship between all the elements in the promotional tools which include sales promotion, personal selling, advertising, direct marketing and public relation. As a conclusion, the results of the findings that include the analysis of the demographic profile, general information on promotional tools and elements that most contribute in promotional tools. For the recommendation of this study made based on several logical factors and impact of current situation to the promotional tools practiced.

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