



**A CASE STUDY:
PROMOTIONAL MIX USED IN INCREASING SALES
OF DEWAN PELAJAR MAGAZINE**

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(HONS) MARKETING**

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MAY 2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOUR (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
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'DECLARATION OF ORIGINAL WORK'**

I, MUNIRAH BINTI MOHD HAZIZAN

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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 others degree.
- This project paper is result of my independent work and investigation except where otherwise stated.
- All verbatim extract have been distinguish by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

3 May 2010

EN. Norazman Bin Harun

The Head of Program

Bachelor Degree of Business Administration (Hons) (Marketing)

Faculty of Business Management

Universiti Teknologi Mara Kampus Bandaraya Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT660)

Attached is the project paper titled “**THE EFFECTIVE USAGE OF PROMOTIONAL MIX AND CHANNEL OF DISTRIBUTION TO INCREASE SALES OF DEWAN PELAJAR MAGAZINE**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You,

Your Sincerely,

MUNIRAH BINTI MOHD HAZIZAN

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ABSTRACT

The 'Dawama Sdn Bhd' is the company that published many type books and magazines from 'Dewan Bahasa dan Pustaka'. Due to limited of time, the issues only focus on 'Dewan Pelajar' magazine because the sales has decline form year to years. The purposes of the study is to find out the current promotion mix tool that used by the company and to determine the most effective tools of the promotional mix can be used by 'DAWAMA' to increase sales of the 'Dewan Pelajar' Magazine in the market.

The company are effectively used its promotional mix in promoting the 'Dewan Pelajar'but still in moderate level. The company needs some improvement from company in order to make the promotional mix more affective from time to time-even seem effective. The company should eliminating or improving the most ineffective promotional beside that their well plan to allocate the right budget so the promotion mix activity will be more effective

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