



**A STUDY ON EFFECTIVENESS OF PROMOTIONAL TOOLS USED BY EPIC
EVOLUTION (M) SDN BHD**

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“DECLARATION OF ORIGINAL WORK”

I, Nurain Binti Yahaya, (I/C Nunumber 880629-23-5252)

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.

Signiture: _____

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 EFFECTIVENESS OF PROMOTIONAL TOOLS USED BY EPIC EVOLUTION (M) SDN BHD**' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely,

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ABSTRACT

Epic Evolution (M) Sdn Bhd, it was operates on early 1990, it was a full service event management company. Epic Evolution (M) Sdn Bhd always looks for the customers wants to create and implement a successful strategy that will exceed customer satisfaction. The company operates in three branches that is Johor Bahru, Kuala Lumpur and Melaka. There are many types of event the company do such as property launch, concert and road show, conference, seminar, family day, product launches and others.

Researcher do the research study on effectiveness of promotional tools used by Epic Evolution (M) Sdn Bhd come with the objectives of to determine the level of awareness of the public towards Epic Evolution (M) Sdn Bhd. Next is to determine the best promotional tools that can be used for Epic Evolution Sdn Bhd to promote their services to their customers and last is to know the relationship between effectiveness of promotional tools and 5 promotional tools.

In this study, the researcher used the research design of descriptive research and causal research. For sampling technique, researcher used convenience sampling in non-probability for this study. Researcher distributed the questionnaire to respondents randomly around Johor Bahru to have primary data for data analysis and other sources are from journals. The researcher also gave recommendations for Epic Evolution (M) Sdn Bhd to improve their promotion efforts to become more effective.

CONTENT	PAGE
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
LIST OF TABLES	iv
LIST OF FIGURES	v
ABSTRACT	vi
CHAPTERS	
1.0 INTRODUCTION	1
1.1 Background of Study	2
1.2 Background of The Company	3
1.3 Problem Statement	4
1.4 Research Questions	5
1.5 Research Objective	5
1.6 Theoretical Framework	6
1.7 Hypothesis	7
1.8 Significance of the Study	8
1.9 Limitations of Study	9
1.10 Scope of Study	10
1.11 Definition of Terms	11
2.0 LITERATURE REVIEW	12
2.1 Introduction	13
2.2 Promotional Mix	14
2.3 Advertising	15
2.4 Personal selling	17
2.5 Public relation	19
2.6 Sales promotion	20
2.7 Direct Marketing	21