



UNIVERSITI TEKNOLOGI MARA

**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL TOOLS
PRACTICED BY PARKSON GRAND MAHKOTA PARADE.**

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JANUARY 2014



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“DECLARATION OF ORIGINAL WORK”

I, NURSYAHRIAH AINI BINTI KHIRUDIN, (I/C Number: 900308-14-5884)

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 our independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguish by quotation marks and source of our information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

07TH DECEMBER 2013

The Head of Programme
Bachelor of Business Administration (HONS) Marketing
University Teknologi Mara
Malacca City Campus
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Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL TOOLS PRACTICED BY PARKSON GRAND MAHKOTA PARADE”** to fulfill the requirement as needed by Faculty of Business Management, University Teknologi Mara.

Thank you.

Yours sincerely,

NURSYAHRIAH AINI BINTI KHIRUDIN

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Bachelor of Business Administration (Hons.) Marketing

ABSTRACT

The purpose of this study was to investigate the relationship of the selected independent variables: advertising, sales promotion, direct marketing and personal selling with dependent variable which is the effectiveness of promotional tools. In order to provide a guide in the study, four hypotheses were formulated. Data were collected from 150 respondents using the questionnaire. This study was conducted at Parkson Grand Mahkota Parade. Then the results was analyses by using SPSS to find the significant relationship with the dependent variables. Through this study, it will help Parkson Grand Mahkota Parade to identify the new strategy that can be used to increase their promotions strategy especially to encourage consumers to purchase at Parkson Grand Mahkota Parade.

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