THE EFFECTIVENESS OF REBRANDING TOWARDS TM: THROUGH ADVERTISING AND REPUTATION

NOOR ASYIKIN BINTI ROHMAN

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA**

2007

LETTER OF TRANSMITTAL

Date: 14 MAY 2007

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
MALACCA

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE EFFECTIVENESS OF REBRANDING TOWARDS TM: THROUGH ADVERTISING AND REPUTATION" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

NOOR ASYIKIN BINTI ROHMAN
2004243703
Bachelor of Business Administration (Hons) Marketing

DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
UNIVERSITI TEKNOLOGI MARA
MALACCA**

"DECLARATION OF ORIGINAL WORK"

I, Noor Asyikin binti Rohman,   (I/C Number: 831105-08-6320)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:_____   Date:_14 / 5 / 07_____

TABLE OF CONTENTS

CONTENTS   **PAGE**

CHAPTERS

CHAPTER 1: INTRODUCTION

CHAPTER 2: LITERATURE REVIEW

CHAPTER 3: RESEARCH METHODOLOGY

CHAPTER 1   INTRODUCTION

1.1   Introduction

This thesis reports on a study that attempts to provide some insights about how effective the rebranding strategies being implement to TM. Branding is an effective marketing strategy tool that has been used with frequent success in the past. Today, branding is experiencing a new popularity resulting from new, innovative applications.

Although there have been instances where branding has been less than successful, marketers are beginning to find the appropriate applications in a given setting. Issues and problems concerning branding strategy today include the selection of a brand name. This fundamental issue will impact on the success of a branding strategy. Once a name is selected, marketers have to choose the advertising strategy to support and communicate the name. Finally, keeping the brand in a strong position is a critical concern. New areas of branding include corporate, industrial, and service branding. These nontraditional branding environments are becoming the future for marketers using branding strategy. To add to the new branding areas, there are new branding techniques. These techniques include brand extensions and ingredient branding. New strategies, techniques, and arenas for branding have to be managed. The organization must support and identify with the strategy. The goals, objectives, and mission of any organization should be in line with the branding strategy employed.