



اَوْبَهُوَ سَيِّدِي تَتِيكُونُ لَوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**A STUDY ON THE EFFECTIVENESS OF PROMOTION MIX ACTIVITIES PRACTICED BY PUSAT
ZAKAT MELAKA AND IMPACTS ON ZAKAT COLLECTION IN MALACCA
(PROJECT PAPER)**

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APRIL 2011

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
(Hons) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”

I, NORZILLA BINTI MOHAMMAD ARIPIN , (I/C NUMBER: 880802-04-5234)

Hereby declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and 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 on my information have been specifically acknowledgement.

Signature: _____ Date: APRIL 2011

LETTER OF SUBMISSION

28 APRIL 2011

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

Malacca City Campus

Malacca

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A STUDY ON THE EFFECTIVENESS OF PROMOTION MIX ACTIVITIES PRACTICED BY PUSAT ZAKAT MELAKA AND IMPACTS ON ZAKAT COLLECTION IN MALACCA”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

Marketing is an element that very important to ensure the successful of a financial institution. This is related to the promotional mix that is including advertising, sales promotion, personal selling and public relation. The promotions are important elements in a financial institution to gain profit. Promotional mix will help an organization or any financial institutions to bring their product and services to the market. Customer satisfaction also is important for an organization to keep customers and enhance customers' retention.

This study evaluates the effectiveness of the promotion mix activities practiced by Pusat Zakat Melaka and the impacts on zakat collection in Malacca. Most of customers prefer pay zakat and the activities will influencing the customers to pay the zakat at Pusat Zakat Melaka. This studies focus on the effectiveness of promotion mix activities that the PZM do to attracting the customers.

For the purpose of this report, primary and secondary data have been used in the process of data collection. Information was collected through primary sources such as do the survey on the customers perception by interview and so on, will the secondary sources such as journals and internet.