



**THE EFFECTIVENESS OF THE PROMOTIONAL TOOLS
PRACTICE BY NETHERLANDS MARITIME INSTITUTE OF
TECHNOLOGY**

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APRIL 2011

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Nor Azila Binti Zolkafli (I/C Number: 880304-08-6244)

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 any investigation 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: 3rd May 2011

LETTER OF SUBMISSION

3 May 2011

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE EFFECTIVENESS OF THE PROMOTIONAL TOOLS PRACTICE BY NETHERLANDS MARITIME INSTITUTE OF TECHNOLOGY" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely,

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ABSTRACT

The area of study covers the important of marketing mix and promotional tools practices toward increasing the NMIT student intake by creating awareness among the potential student. In this research case study, I cover on defining the marketing, marketing mix concept, the promotional tools practices by the organization and the important of maritime industry in Malaysia. The main important is to determine is the promotional tools practice by the NMIT either is effective enough in order to achieve the target number of student registered.

For the company practices, this study will analyze the implemented promotional tools result in order to determine which of the promotional tools is most effective in creating awareness and promoting the NMIT. This also include the comparison of the fees among the competitors, the list of competitors existed in Malaysia and the list of busiest port in the world to influence the youngster to enter the maritime industry.