



**A CASE STUDY TO INCREASE SALES OF
PADU*MOBILE:
THE PRODUCT OF HEITECH PADU BERHAD**

**NOR ATIQAH BINTI ABDUL RAZAK
2008412632**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

APRIL 2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Nor Atiqah Binti Abdul Razak, (I/C Number 870102-02-5196)

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 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: 5 MAY 2010

LETTER OF SUBMISSION

5 May 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**A CASE STUDY TO INCREASE SALES OF PADU*MOBILE: THE PRODUCT OF HEITECH PADU BERHAD**" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

NOR ATIQA BINTI ABDUL RAZAK
2008412632
Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS

	PAGE
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGE	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT	vii
CHAPTERS	
1. INTRODUCTION	1
1.1 Introduction	1
1.2 Background of company	1
1.3 Background of study	6
1.4 Issue	13
1.5 Objective	15
1.6 Significant of study	15
2. LITERATURE REVIEW	16
2.1 Introduction	16
2.2 Promotional Strategies	17
2.3 Advertising	17
2.4 Direct Marketing	19
2.5 Public Relation	20
2.6 Sales Promotion	20
2.7 Instant Messaging	21
3. FINDING	23
3.1 Source of information	23

ABSTRACT

The relationship between marketing strategy and performance has been well documented. Successful marketing strategy basically depends on the firm's ability to identify and influence the flows of customers into and out of the market. Marketing strategy requires these three decisions; where to compete, how to compete and when to compete (Chapter 2, Strategic Marketing). Good marketing strategy is become very important to HeiTech Padu Berhad since its product, Padu*Mobile, fail in the market. HeiTech Padu Berhad was launched Padu*Mobile on August 13th 2008, and the launching ceremony held at Impiana Hotel on November 25, 2008. Marketing strategies are generally concerned with 4P's; product strategies, pricing strategies, promotional strategies, and placement strategies. But in this case study, the focus only on the promotional strategies since one of the factor contribute to the Padu*Mobile failure is the lack of promotional activities. The company needs to effectively utilize its entire promotional staff in a manner that a strength of one is use to offset the weakness of other to achieve its organizational goals and objectives, this can be done through appropriate promotional strategy or plan. The main objective of promotion is to build awareness, create interest, provide information, boost demand, and create brand awareness, brand loyalty and preferences.