



THE EFFECTIVENESS OF PROMOTIONAL TOOLS IN
ENHANCING CUSTOMER AWARENESS TOWARDS
BULATAN MEKAR SDN BHD

NORSYAKIRA BINTI NORMAN

2006127405

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
MALACCA

OCTOBER 2009

LETTER OF SUBMISSION

19TH OCTOBER 2009

Madam Siti Normah Bt Awang Tuah
The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
MARA University of Technology
110 Off Jalan Hang Tuah
75300 Malacca

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title 'THE EFFECTIVENESS OF PROMOTIONAL TOOLS IN ENHANCING CUSTOMER AWARENESS TOWARDS BULATAN MEKAR SDN BHD' to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Thank you.

Yours sincerely

NORSYAKIRA BINTI NORMAN
2006127405
Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

Bulatan Mekar Sdn Bhd is the developer company who focus on developing land and property for Bumiputera Muslim residents. Bulatan Mekar Sdn Bhd has taken the challenge to enter the market directly to serve the housing development even though the industry is really tough and has a strong competition for those rivals to survive. The company was incorporated in Malaysia since 22nd March 2000 under the Companies Act, 1965 as a private limited company. It is formed to fulfill the competences of Bumiputera Muslim involvement in the property development industry.

The main purpose of this study is that researcher wants to know the most effective tools that can be used for the company to increase their customer awareness. This is the most important element for the company because customer is the key of the success in the business. So to achieve the goals, company must first know who their target consumer is and how to make them aware about the products before they can persuade customers to make purchase from the company.