



**THE ROLE OF “MARKETING AND EDUCATION
UNIT PARK” IN THE DEVELOPMENT OF PARKS IN
PUTRAJAYA**

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A STUDY ON THE ROLE OF “MARKETING AND EDUCATION UNIT PARK” IN THE
DEVELOPMENT OF PARKS IN PUTRAJAYA

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

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”

I, SITI MASHITA RAMLI, (I/C Number: 851208-01-6016)

Hereby, declare that:

- This work has not previously been accepted in substance of any degree, locally or overseas, and it not being concurrently submitted for this degree or any other degree.
- 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 specially acknowledged.

Signature: _____

Date: _____



LETTER OF SUBMISSION

October 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Malacca City Campus
Malacca

Dear Madam,

SUBMISSION OF CASE STUDY REPORT

Attached is the project paper title **THE ROLE OF “MARKETING AND EDUCATION UNIT PARK” IN THE DEVELOPMENT OF PARKS IN PUTRAJAYA** in partial fulfillment of the requirement for the Bachelor of Business Administration (Hons) Marketing under the Faculty of Business Management, UiTM.

Thank you,

Your sincerely,

SITI MASHITA RAMLI

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Bachelor of Business Administration (Hons) Marketing



ABSTRACT

The issue in this report is to describe in detail the marketing program should be run by the "unit of marketing and educational park" to ensure their objectives meet the consumer awareness of garden products, services, parks and all parks programs, ensuring they can meet the requirements of customers and in the same time develop parks with the development of the country. With, the "unit of marketing and educational park" should ensure that marketing activities are planned to be arranged with more detailed and systematic.

Promotion is the best way to disseminate information on the product and the service park is on offer at the park. Only through proper promotion, the message can be delivered and customers are aware of the park at Putrajaya. Thus "unit marketing and educational park" can review further steps should be taken to ensure customer satisfaction with products and services in the park has to offer. The main purpose of this report is to describe a much simpler role or responsibility "unit marketing and educational park" in ensuring that each promotion they run to gain customer awareness, and to meet customer needs and responsibilities "of marketing and education units of the park" in the aspect market parks in Putrajaya.

To obtain accurate and valid information, methods of study have been taken to ensure that accurate information and fulfill the purpose of this report is to seek as much information and make conclusions from the results of the report. Research methodology of data collection methods, data serving and the questionnaire with the officers involved in the unit, and copyright resources.