



**A STUDY ON PROMOTIONAL TOOLS THAT APPLIED BY TM
SME PERAK IN ACHIEVING SALES AND WIN BACK VOIP
CUSTOMER.**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA BANDARAYA MELAKA**

NOVEMBER 2009

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing.**

**FACULTY OF BUSINESS MANAGEMENT UITM, KAMPUS
BANDARAYA MELAKA**

NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



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

I, SITI NAJWA BINTI SHARIR ZAABA, (I.C NUMBER: 850119-08-6050)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not been 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 the verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 30th November 2009

LETTER OF SUBMISSION

30th November 2009

**The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management
University Technology MARA
Malacca City Campus
75300 Malacca.**

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“PROMOTIONAL TOOLS THAT APPLIED BY
TM SME PERAK IN ACHIEVING SALES AND WIN BACK VOIP CUSTOMER”** to
fulfill the requirement as needed by the Faculty of Business Management, University
Technology MARA.

Thank you.

Yours Sincerely,

.....
(SITI NAJWA BINTI SHARIR ZAABA)
2006127393
Bachelor of Business Administration (Hons) Marketing.

ABSTRACT

Heavy competition in telecommunication industry will make Telekom Malaysia work harder to compete with their competitors to keep and retain their customer especially business customer. This situation may encourage and give challengers to the company to maintain their reputation and performance. I believe that this company especially TM SME Perak have their own plan to achieve their objective. This paper serves to discuss on the performance of the promotional tools that TM SME Perak applied in order to achieve sales and win back VOIP customer. So in this case study, I will share on what I have observed about the promotion program that this company used in achieving the objective. Beside that, these studies also will view on the issue or problems that arise during the implementation of TM SME Perak promotional activities. At last the purpose of this proposal is served to provide suggestion and recommendation that can be applied by this company in future.

In preparing this proposal, I found that this company facing with challengers and problem especially in winning sales and win back their losing customer. There has a gap during implementing their promotional activities because the current promotional activities that applied by TM SME Perak are different with the theory. So at the end of the study, I recommend some solution and ideas that can be used in order to solve the problem that facing by this company.