



**THE EFFECTIVENESS OF MARKETING COMMUNICATION
ELEMENT USED BY IKHLAS CONSULTANT & SERVICES (ICS),
JOHOR BAHRU TO BUILD BRAND EQUITY**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
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UNIVERSITI TEKNOLOGI MARA
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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**

2011

DECLARATION OF ORIGINAL WORK



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BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Siti Nurbadriah Binti Shafie (I/C Number: 880421-11-5980)

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: _____

LETTER OF SUBMISSION

April 2011

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara,
Kampus Bandar Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE EFFECTIVENESS OF MARKETING COMMUNICATION ELEMENTS USED BY IKHLAS CONSULTANT & SERVICES (ICS), JOHOR BAHRU TO BUILD BRAND EQUITY**” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely,

Siti Nurbadriah Binti Shafie
2008405612
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

There are many brand names of products and services emerge in the market today, but to sustain and survive in the industry it quite difficult. It is difficult to create brand equity and attract customer awareness towards company products and services. Thus, this study is done to examine what are the effective marketing communication elements that can be practiced by Ikhlas Consultant & Services to build brand equity. The data for this study is sourced from questionnaires distributed to 80 respondents around Skudai, Johor. There are two types of assisted questionnaires designed, which are multiple choice, and likert scale. All data were analyzed using frequency analysis and cross tabulation. The result indicated the effective marketing communication that can be used by Ikhlas Consultant & Services in order to increase customer awareness and create customer loyalty. Recommendations to Ikhlas Consultant & Services to build Takaful Ikhlas Brand Equity more prefer to marketing communication tools that can be practiced by Ikhlas Consultant & Services.