

**UNIVERSITI TEKNOLOGI MARA  
FAKULTI PENGURUSAN PERNIAGAAN**



**THE EFFECTIVENESS OF PRESENT  
MALAYSIA PRODUCTIONS SDN. BHD IN  
DETERMINING THE SUCCESSFUL OF  
EVENT PLANNING MANAGEMENT**

**PREPARED BY:  
SUHAIDA MAZLAN  
2006138985  
BBA (HONS) INTERNATIONAL  
BUSINESS**

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## LETTER OF TRANSMITTAL

Suhaida Binti Mazlan  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
110 off Jalan Hang Tuah  
75300 Melaka

Puan Zainab Binti Alias  
Research Project Supervisor  
Universiti Teknologi MARA  
Kampus Melaka  
KM 26 Jalan Lendu  
78300 Alor Gajah  
Melaka

Dear Madam,

### SUBMISSION OF APPLIED RESEARCH REPORT

Regarding to the above subject matter, hereby I would like to submit my research report with the title "Factors That Influence the Successful of Event Planning Management in Malaysia" as requirement for the completion of Applied Research.

2. I have done thorough study and analysis related to this research and believes through this analysis and valuable findings can contribute to the faculty as well as to the other student. Hence, I really look forward that you will find this report as satisfactory as a required and I also like to apologize for any fault omissions in preparing the research.

Thank You

Yours Faithfully,

.....  
(Suhaida Binti Mazlan)

### **Declaration**

I hereby declare that the work contained in this research report is original and my own except those duties identified and recognized. If I were later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

Signed,

.....  
SUHAIDA BINTI MAZLAN

**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE SUPERVISOR**

Name of Supervisor : Puan Zainab Binti Alias  
Title of Research Report : Factors That Influence the Successful of Event Planning Management in Malaysia  
Name of Students : Suhaida Mazlan

I have reviewed the final and complete research report and approve the submission of this report for evaluation.

.....  
(Puan Zainab Binti Alias)

Date:

## **ABSTRACT**

Event planning management in Malaysia is considering as infant industries in the country. However, planning and its process play as a key role in the company and the management of special or big event such as Present Malaysian Productions Sdn. Bhd. which organized the world marching band competition. It is because the larger and more complex events become the more detailed and systematic the planning will have to be. The study identified the factors that can influence the planning management in Malaysia that practiced by Present Malaysian Productions Sdn. Bhd. during KLWMBC 2008 event recently. According to the findings, the event which organized by the company is proven that planning management is important in order to guaranteed the event would be successful. The study also indicates that a lot of things need to be improved to ensure in organizing a better event in the future with a better planning management and the need to identify the objectives and goals, before organizing an event.