



THE EFFECTIVENESS OF PROMOTIONAL MIX IN CREATING
PUBLIC AWARENESS TOWARD THE PRODUCTS OF
CRUISE TASIK PUTRAJAYA

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BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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
UNIVERSITI TEKNOLOGI MARA
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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Tuan Nur Azyyati Bt Tuan Muhammad Kamal (I/C Number: 840117-03-5082)

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 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 specifically acknowledged

Signature: _____

Date: _____

LETTER OF SUBMISSION

2nd NOVEMBER 2009

**The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
75300 MELAKA**

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE EFFECTIVENESS OF PROMOTIONAL MIX IN CREATING PUBLIC AWARENESS TOWARD THE PRODUCTS OF CRUISE TASIK PUTRAJAYA”** to fulfill the requirement as needed by the Faculty of Business management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

TUAN NUR AZYYATI BT TUAN MUHAMMAD KAMAL

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Abstract

The purpose of this research is to know the effectiveness of promotional mix in creating public awareness toward the products of Cruise Tasik Putrajaya (CTP). The promotional mix consists of elements such as advertising, sales promotion, publicity and personal selling. Nowadays promotional mix has gained importance within the country to achieving the competitive advantage. Moreover promotional mix has been used not by the profit organization but also the non profit organization.

The findings show that the CTP have encountered problem in their promotional mix strategies in order to attract the consumers. The study is to find the level of public awareness toward CTP product and services through promotional mix that their uses, to determine the most effective promotional mix can enhance public awareness and to determine the promotional mix used by CTP effective in creating public awareness. As to solve the problem, the researcher suggests some of suggestions for the company to enhancing their promotional mix strategies. A total of 50 of respondents have been asked by using questionnaire in order to gain information and feedback to the company. The questionnaire consists of questions about the effectiveness of promotional mix in creating public awareness toward the products of CTP.