



UNIVERSITI TEKNOLOGI MARA

**THE EFFECTIVENESS OF ONLINE MARKETING USAGE AS
PROMOTIONAL TOOL:**

A CASE STUDY AT NR SOLUTION SDN BHD

AIN IZZATI BINTI NORIZAN

2016438038

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UITM) JOHOR

CAMPUS SEGAMAT

JUNE 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I, **Ain Izzati Binti Norizan**, (IC Number : 950530-01-7870)

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 :

A handwritten signature in black ink, appearing to read 'Ain Izzati', written over a horizontal line.

Date : 28/6/2018

LETTER OF TRANSMITTAL

28 June 2018

Mardziyana Binti Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi MARA,
85009 Segamat
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The Effectiveness of Online Marketing Usage As Promotional Tool: A Case Study at NR Solution Sdn Bhd" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Ain Izzati Binti Norizan

2016438038

Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS

| | Page |
|-------------------------------------|-------|
| Declaraton of Original Work | i |
| Letter of Transmittal | ii |
| Acknowledgement | ii |
| Table of Content | iv-vi |
| List of Table | vii |
| Abstract | viii |
| Chapter 1 : Introduction | |
| 1.1 Background of Study | 1 |
| 1.2 Background of Company | 2 |
| 1.3 Problem Statement | 3-4 |
| 1.4 Research Objective | 5 |
| 1.5 Research Question | 6 |
| 1.6 Significance of The Study | 7 |
| 1.7 Scope and Limitation of Study | 8 |
| 1.8 Terms and Definition | 9 |
| 1.8.1 Effectiveness | 9 |
| 1.8.2 Online Marketing | 9 |
| 1.8.3 Advertising | 9 |
| 1.8.4 Direct Marketing | 9 |
| 1.8.5 Promotional Tool | 10 |

ABSTRACT

The company and business organization need promotion and advertising as a medium tools in order to attract people and customers to involve in purchase the product and service offered. In this era technology, there are competing each other in the market to increase the sales and profits and maintain their customer repeat purchase using various types of direct marketing such as telemarketing, online marketing, direct mail marketing and email marketing. The purpose of this study to examine The Effectiveness of Online Marketing Usage as Promotional Tools at NR Solution Sdn Bhd. Basically the company used online marketing as direct marketing to reach the customer easier and fastest way. The medium of promotion activities can create customer brand awareness, good image of company and good relationship between both parties which are company and customer. The data was collected by using primary data through interview sessions with the employees and general manager. This is very important to the company choose the selected type of promotional tools because this can affect to the customer perception towards the company's name and give positive impact towards the company indirectly.

Keywords: Online Marketing

Keywords: Online Marketing, Promotional Tools

Keywords:

Keywords:

Keywords:

Keywords:

Keywords:

Keywords:

Keywords:

Keywords:

Keywords:

Keywords:

Keywords:

Keywords: