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THE EFFECTIVENESS OF AVON'S PRINTED  
MATERIALS PROMOTIONS  
- SPECIFICALLY TOWARDS MALE CUSTOMERS

BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
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## EXECUTIVE SUMMARY

It is a partial requirement for part 04 BBA(Hons) Retail Management students in completing their course to produce a project paper based on research done at the host organization ( Avon Beauty Boutique Sg.Pelek Branch ) during their final semester of undergoing 12-15 weeks of industrial attachment.

Therefore this research is designed to study the Effectiveness of Avon's Printed Materials Promotions – Specifically, Towards Male Customers in Sg.Pelek Town area, Sepang, Selangor to be submitted to the School of Business and Management and to the attached retail organization itself as to fulfill the above requirement.

In this research sources of materials and conclusions quoted from other works are fully acknowledged by footnotes, references and an appendix of bibliography.

As a results, this research is compiled and prepared in a properly manner comprising of 6 chapters which includes the introduction (background of study, problem statement, objectives, justification, scope and area of study), literature review, methodology used to obtained required data, findings and conclusions.

Finally, recommendations are also provided as for a contribution especially towards the host organization and Avon Cosmetics (Malaysia) Sdn.Bhd in general, for their future improvement and guidance in the relevant area in getting “more customers, customers and customers “.

## AN OVERVIEW

For any retail organizations and companies in the world, customers are among the important factors and are their life-blood for survival and growth. More customers means more profits. And of course things goes the same way too for Avon Company especially for Avon Cosmetics (Malaysia) Sdn.Bhd, where they have the unbreakable bond with their customers through their dealers and Avon Beauty Boutiques/Avon Puteris franchising outlets throughout Malaysia themselves. Daily they learn what customers needs and wants, where they can improve and get the fuel they needed to achieve higher stages.

As for Avon Beauty Boutique –Sg.Pelek, Sepang, Selangor itself they are really care, each day,how many customers they gained, lost, satisfied and dissatisfied. Each customers won is a victory, each lost is a defeat – and it is a battle that is theirs to win or lose each time.

So in order to win and get more customers, they have to reach, inform, persuade and remind customers all the time of Avon's products so that customers will continuously buying, using, be loyal and repeat visiting to the nearest Avon's store. Those can be achieved if they can communicate with their target customers effective and efficiently which can be done and implement by using a tool of promotional strategy and efforts through a suitable media.