



**EXPLORING THE VISIBILITY IMPACT AND USE OF ONLINE
YELLOW PAGES TOWARDS EMAS RINTIK SDN. BHD.**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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"DECLARATION OF ORIGINAL WORK"

I, Muhamad Amirul Azreen Bin Mohmad Yusri, (I/C Number: 930412-06-6091)

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: 28 June 2018

LETTER OF TRANSMITTAL

28 June 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
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JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Exploring the visibility impact and use of online Yellow Pages towards Emas Rintik Sdn. Bhd." to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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ABSTRACT

In the large context, marketing is important for all of business activities to boost sales in their company. The online advertising also very important because people nowadays are showing more interest in using the technology of internet in their daily task. The purpose of this study is to explore the visibility impact and use of online Yellow Pages towards Emas Rintik Sdn. Bhd. The problem statement for this study is about how the staff of Emas Rintik Sdn. Bhd. use the online Yellow Pages in their daily task and how it give impact towards the company. They currently have website in their company, however it is not showing a large impact towards the company because, people does not directly search their website to acknowledge about their company services but they might be search the tag line or keywords to search the service. So that the online Yellow Pages allow the company to been search by their keywords of services. The method for the research paper uses a qualitative study. To conduct the qualitative study, interview sessions and data analyze from online Yellow Pages analytics were conducted. The usage of qualitative is to understand use of online Yellow Pages among the staff of Emas Rintik Sdn Staff and explore the visibility impact that Emas Rintik Sdn. Bhd. can gain from using online Yellow Pages. The findings showed that respondent are use online Yellow Pages with different objective and there is positive visibility impact showed to use online Yellow Pages in Emas Rintik Sdn. based on generated report in online Yellow Pages analytics data. From the research, we can see that the online Yellow Pages is important to be use in Emas Rintik Sdn Bhd. as their online marketing because it will lead the company to boost their sales and improve the company position in oil and gas industry.