



**TELEMARKETING VS EMAIL-BLASTING:
CASE OF ENIGMA CONSULTING GROUP**

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DECLARATION OF ORIGINAL WORK



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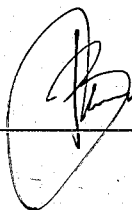
Hereby, declare that:

This work has not previously been accepted in substance for any degree, locally or
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This project paper is the result of my independent work and investigation, except where
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LETTER OF TRANSMITTAL

28th June 2018

Mardziyana Mohamad Malom
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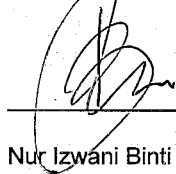
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Telemarketing vs Email-Blasting: Case of Enigma Consulting Group" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Nur Izwani Binti Mohd Rahimi

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ABSTRACT

The objectives of this study are to explore the advantages and disadvantages of the telemarketing and email blasting used by Enigma Consulting Group and to identify the most effective tool to reach customer. Due to the general level of the content other businesses struggling with the same issue can find help from it as well. The research started with fully understanding the concepts behind telemarketing and email-blasting. It was important to study them in separate in order to formulate an accurate research framework. The actual research was done by conducting qualitative methods such as interviews and observation. There were 6 respondents in total from marketing and sales department of Enigma Consulting Group staffs. The respondents was interviewed in order to understand the advantages and disadvantages of the each telemarketing and email-blasting used by Enigma Consulting Group and to identify the most effective tool to reach customer and its reason. The outcomes of this study were interesting. It revealed the advantages of using telemarketing are personal contact, quick response time and save time, whereby the advantages of using email-blasting are cost-effective, allow customization and shareable. Also, this study revealed the disadvantages of telemarketing are expensive, high dependent on the availability of Internet, time consuming, irritate the customers, considered as a scam call and language barrier while the disadvantages of email-blasting are customers unsubscribed from the mailing list, requires a lot of attention to detail, limited, products cannot be seen and the content not relevant, high unread email and take lots of time to get result per day. Additionally, majority of the respondents say telemarketing is the most effective tool to reach out the customer compared to the email-blasting. These results became an added value to the Enigma Consulting Group in order to improve its marketing tools such as telemarketing and email-marketing in order to compete effectively and gain revenue.

Keywords: Telemarketing, email-blasting.

Paper category: Research Paper.