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MARA

**COMPANY : TOTAL CONCEPT MANAGEMENT
(TCM)**

**TITLE PROPOSAL : Study Of The Benefits Of Using
Social Marketing For TCM Company**

**FACULTY & PROGRAMME : BUSINESS MANAGEMENT
(MARKETING)**

SEMESTER : 6

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CHAPTER 1: INTRODUCTION

1.0 BACKGROUND OF STUDY

29

The purpose of this study is to identify the beneficial of using social marketing for Total Concept Management Company. Advance technology help most of the company, clients and consumer enhance more knowledge, information and updates where about all things including the economies, products and services, etc. This study is to see that using social marketing creates many advantages for a company and good impact to companies and feature implying to Total Concept Management Company that using social marketing in the company will gain benefits. These will help for Total Concept Management Company improve its

Social marketing has many method which are in payable and free for every business company that they are able to use like internet technology for business acute networking, socialize and creating/giving information. Based on (Ostrom et al., 2015), they stated in their research that as the information technology advanced, the result is dramatically increase in the revolutionary businesses. Where technology can contributes to brand awareness and sustaining a long-term relationship with the customer, increases networking among clients and partnerships, and to gain more beneficial information inquires for products and services.

The company use traditional marketing as in face-to-face, calling and messaging via email and whatsapp for chain networking in their company. Nowadays, people uses social media such as Facebook, Instagram and website that will help them rapidly in emerging business in the markets nor for the future itself. Based on (Guet al., 2008; Sheth, 2011), these days marketing that uses by companies will emerge markets in the future or these company activities practices marketing will apply in the future eventually influence performance outcomes for the company.

1.1 ORGANIZATIONAL BACKGROUND

Total Concept Management (TCM) Company was formed on January 2014 and the founder of this company YM Puan Raja Rabbah Raja Ab Aziz. It is a sole proprietor company and has collaboration with many partnerships and work with many clients. Firstly, the company was established to be as an Image consultant, Marketing Consultant and NLP Coach. It is to consult other company and create lots of team building activities for other companies. Without powering with any social marketing, YM Puan Raja has known as a CEO of the company which uses personal networking with other people in many company.

After 3 years past by, in 2017 she started to venture new category of business while still having the marketing consultancy. YM Puan Raja met few new partnerships that able to create new motive for the company and create more adventure for the company which they venture in food sampling industry and make the company as an vent planner. As the food sampling industry, the company new mission and vision is to help local clients who is new and just started venturing in food industry by selling local food. With the advantage of TCM consultancy company, the company will use the expertise in marketing services and help local clients by introducing their products with food sampling.

YM Puan Raja idea while doing these marketing consultancy and food sampling, this will give opportunities to the company by expertise as event planner. With these 3 performance in one company that able to help local industry to market outside, this increases 17% clients from Kuala Lumpur, Selangor, Johor Bahru and Singapore without using any social marketing via social media. This company is lack with any performance of internet technology of social marketing via social media to introduce, promote, seek and give information about the company, company services, clients products and other development updates. The company only use internal network and WOM among clients.

Their aim is to concur the whole country of Malaysia, be recognize and increase clients from Malaysia, Singapore and venture to new country which is in Singapore. Their target market was family and 20 years old and above. The company business has expanded by inventing many mini event in Kuala Lumpur and Singapore, also give many services to many local clients to market their product in International Country, Singapore.

1.2 PROBLEM STATEMENT

Total Concept Management (TCM) has their own unique and their loyalty customer in Johor Bahru, Kuala Lumpur and Singapore. They have their own financial resources which is sufficient to participate in all project they conducted all these while. TCM have very specialty such as strong marketing expertise in the company which they know how to control crowd and attract customer when they do any event or promoting client's products. Even they have their own strength, they have very major problems in not having any social media for their social marketing.

Based on the researcher observation, the service of TCM is mainly depends on mutual channel networking that they have develop for years. With the traditional networking through via Whatsapp and email, this help the company to focus more with their clients and target market. TCM is basically just venture new type of business. Therefore, it is not known by many people and the category of TCM as a small and medium sized enterprises without having any strong social media. According to the article, having social media is very suitable and convenience as it is minimal cost, low barriers to participation, mobility and low level of IT skills required to use it. Other than that, this problem also occurs when there is no feedback on website or social media to proof to show TCM has these service to public or everyone . People need to know more about this company TCM for future purposes and increase clients for TCM company . This problem also has shown that social media is a very important and a key for upgrading marketing purposes for medium size enterprise.

Among all competitors, we can see that they have strong base due to the social marketing and they have engage more with photos, past events and future banner events to attract more customer. They are connected through the information and photos about where about client's product and announcement about any information. Therefore, this will be so hard for TCM if they do not have the variety of photo and any information about anything except getting information by WOM and customer loyalty. We all know post with images get more engagement for customer to buy client's product, and about TCM company . Facebook and Instagram is the most popular to get more engagement for social media influences the customer and people. By not having any photo or different product photo compare to other competitors, it will difficult for them to get known more and any engagement from customer and comment for their clients advertisement. Having social media post or any comment about TCM company can increase potentially to have an impact on their services and rating profile.

Besides that, the company have expertise marketing team but lack of training in online promotion and influence in social marketing. Expertise marketing team plays a big role in a company because they are more expert about the customer, they know how to attract customer, they now what the suitable medium to do the promotion and so on. So when they are lack in social media marketing purposes, this will create difficulty and disadvantage for them to have the power of advertising in social media. Other than that, the promotion on social media also not gets supported from the consumer. Marketing strategy is very important in order to make sure that the information is deliver good enough to the consumer. It is very important for the company hired experience and high knowledge about social marketing.

Nowadays the people are more aware about society's, economies and any new products through online advertisement and social media news. Online news is very convenient and easy to catch up for everyone when we know people are always with their phone . Social media like Facebook, Instagram, YouTube and website is the platform for the company take advantage for promoting their client's product to the customer to offer their services. Social media is the tools that the company should consider to use because it can help to create the brand awareness and retain the long relationship with the customers. Actually with having the a proper social media medium, it can help company in order to increase their popularity and also helps company to reduce their expenses for promotion activity. Lastly, social marketing can be act as a productive as it can be.

1.3 RESEARCH OBJECTIVE

- To determine the beneficial of social marketing via social media towards Total Concept Management (TCM)
- To identify the types of social media that can use by Total Concept Management (TCM)

1.4 RESEARCH QUESTION

- What is the beneficial of social marketing via social media towards Total Cocept Management (TCM) ?
- What types of social media that can be used in promoting Total Concept Management services?