



THE IMPACT OF MALAYSIAN COCOA BOARD (MCB) PROMOTIONAL  
TOOLS- ADVERTISING, DIRECT MARKETING AND PUBLIC  
RELATION IN FOSTERING PUBLIC AWARENESS  
TOWARDS COCOA CONSUMPTION

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## DECLARATION OF ORIGINAL WORK



### BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA “DECLARATION OF ORIGINAL WORK”

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- 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 others degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguish by quotation marks and sources of my information have been specifically acknowledged.

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## **ABSTRACT**

This paper encompassed the topic of strategies that produced by Malaysia Cocoa Board in order to give impact to public awareness .The purpose of the study are to identify the promotional activities done by Malaysian Cocoa Board, to determine the effectiveness of promotional activities toward public awareness and to identify the promotional activities succeed in creating consumer awareness.

In doing this research, the researcher look aspects in promotional tools (advertising and publicity, direct marketing, public relation and etc.).This aspect had been set to put in the questionnaire and it will help researcher to gather information in order to achieve the objectives.