



**THE EFFECTIVENESS OF PROMOTION STRATEGY TOWARDS CUSTOMER
AWARENESS OF NETHERLANDS MARITIME INSTITUTE OF TECHNOLOGY**

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Of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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LETTER OF TRANSMITTAL

28 June 2018

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The Effectiveness Of Promotion Strategy Towards Customer Awareness Of Netherlands Maritime Institute Of Technology" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

(Faatih Imraan Bin Saypol Anwar)

2015152417

Bachelor of Business Administration (Hons) Marketing

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

"DECLARATION OF ORIGINAL WORK"

I, Faatih Imraan Bin Saypol Anwar, (I/C Number: 940213-01-5813)

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

ABSTRACT

The higher education institutions play a vital role in the development of a society while higher education websites have many roles to fill. They need to provide information for prospective students, current students, Faculty and alumni. They often need to include reams of information in a way that makes everything easy to explore and it's a great challenge. Looking at another perspective of the industry, education is a really massive business that is actually gaining billions of dollars in revenue annually. For the purpose of this research, a private institute located in Johor Bahru, Netherlands Maritime Institute of Technology (NMIT) is chosen as a subject to generate leads on the best promotion tools to be used to market the institute to the prospects. This research will benefit NMIT and also all other institutes located in Malaysia.

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