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A STUDY ON THE EFFECTIVENESS OF ADVERTISING

BY BINARAYA PKINK SDN BHD

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OCTOBER 5TH, 1998

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LETTER OF TRANSMITTAL

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5 October 1998

Mr. Haji Hussian Bin Dollah
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Dear Sir,

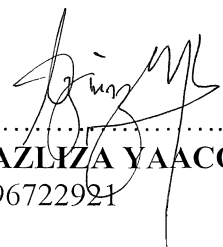
RE: INTERNSHIP THESIS

I hereby enclosed a report entitled "*A Study on the Effectiveness of Advertising by Binaraya PKINK Sdn. Bhd.*" for your kind of perusal.

Do hope that with this project paper, it will meet the requirements and also the expectations of the school towards students.

Lastly, I would like to thank you for all the guidance and support and advice you have rendered to me whilst preparing the thesis.

Yours sincerely,


.....
AZLIZA YAACOB
96722921

FOTOSTAT TIDAK DIBENARKAN

ACKNOWLEDGEMENT

First and foremost I would like to thank to those who had been involved in contributing their values ideas and help in preparing and completing report.

Secondly, I would like to convey my utmost gratitude to my project advisor, Mr. Haji Hussien Dollah for his kind advice, guidance and support whilst completing my report.

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For all the guidance, assistance and ideas from the names mentioned above, again from the depth of my heart, thank you very much. I express my deepest gratitude and appreciation for everything you have done to make this report possible.

Thank You.

ABSTRACT

This is a study on the advertisements practiced by BINARAYA PKINK Sdn. Bhd. (BINARAYA), by which the main objective is to determine the effectiveness of these advertisements and in the end, to come out with possible suggestions as to overcome problems faced during the process of advertising. As far as marketing is concerned, BINARAYA stresses more on direct personal selling to reach the niche of its potential buyers; however the good-old traditional methods of advertising such as the billboards, brochures, radio commercials, etc are still practiced as well.

In doing so, this is without having to face problems. Interviews with the corporation's members of staff and also buyers, backed with data from primary resources, reveals that:

- there are insufficient promotions to attract potential buyers
- the corporation is too dependent on personal selling
- there is no allocation of specific budget for the promotional purposes.
- the promotion and the marketing plan and strategies are done on a ad-hoc basis
- lack of management support.

Apart from determining the effectiveness of the ads, the purpose of this research is also to come out with suggestions and recommendations to overcome the setbacks. The findings show that the corporate should not be too dependent on personal selling. There must be a good and strong support from the management. Such support is reflected via specific

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