

**“THE EFFECTIVENESS OF DIRECT MAIL
ADVERTISING TOWARDS TOUR PACKAGE SERVICE
PRACTICED BY PERPEL TRAVEL & TOURS SDN BHD
KOTA BHARU”**

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Mr. Abdol Samad Nawi
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Sir,

A STUDY ON: THE EFFECTIVENESS OF DIRECT MAIL ADVERTISING TOWARDS TOUR PACKAGE SERVICE PRACTICE BY PERPEL TRAVEL & TOURS SDN BHD KOTA BHARU”.

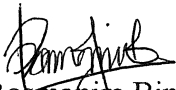
Enclosed here is the following report entitled “The Effectiveness of Direct Mail Advertising towards Tour Package Service Practice by Perpel Travel & Tours Sdn Bhd Kota Bharu”

I hope that this report would fulfil the requirement and expectation of the faculty of Business and Management.

We are grateful for any comments and commitments to improve this working paper in the future.

Thank you

Yours Sincerely,


Rosmanija Binti Junoh
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Bismillah Hirrahma Nirrahim, “In the name of Allah, the Merciful, the beneficent”. Praise Gratitude to Allah SWT with those mercies to help and give us the opportunity to complete this project paper. Syukur, Alhamdulillah.

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ABSTRACT

Direct mail advertising is one of the most important direct response mediums for business today. It is because the primary advantages are that it targets specific market segments and measures success immediately by the number of customers who actually respond to the promoted offer.

Direct mail also has grown to become a major advertising media, challenging radio and out door as the third largest traditional media around, after television and newspapers.

Therefore this research is study on the effectiveness direct mail advertising towards tour package service practised by Perpel Travel & Tours Sdn Bhd, Kota Bharu branch. It scrutinised the level of the effectiveness direct mail advertising towards tour package service that has been perceived by the customers.

In measuring the effectiveness of direct mail advertising, four major problems had been identified. The four problems are poor appeal approach, unattractive direct mail advertising, poor advertising management and no specialised person in advertising effort.

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