

MKT 650 - 57

THE STUDY ON EFFECTIVENESS OF SALES PROMOTION
DONE BY AWANA KUAL GOLF & BEACH RESORT,
TERENGGANU

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LETTER OF TRANSMITTAL

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Dear Madam,

Enclose here is my project Paper entitle ' The Study On Effectiveness of Sales Promotion Done By Awana Kijal Golf & Beach Resort, Terengganu'.

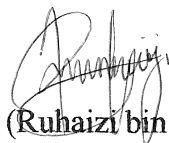
This project paper is try to get a general idea of sales promotion implemented by Awana Kijal. It tries to evaluate how effective and attractive the sales promotion implemented by Awana Kijal, Terengganu.

At the end of this project paper several recommendations are made base on the finding and result obtained from the study. My study will only focus on room division.

Finally, I hope this project paper will fulfill the requirement and standard of BBA course and also achieved the objective of the study.

Thank you

Yours truly,



(Ruhaizi bin Othman)

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Thank You.

ABSTRACT

The rapidly changing and developing in world business, forced organizations to look for something new and difference due to be the best. They tend to involve in all the marketing activities, promotions and concern about the social and current issues due to get the attention and in the same time gives a big challenge to the competitors.

It always beliefs that, sales promotions plays the most important part in measuring the successful of businesses. We need to know how to organize our sales promotion strategies effectively, because an effective and attractive sales promotion can be good communicators to the target market.

This project paper explores what is the level of sales promotion strategy effectiveness and it's attractiveness towards rooms in Awana Kijal, Terengganu Darul Iman. In measuring the effectiveness of sales promotion applied by Awana Kijal, researcher will evaluate the customer acceptance and customer's perception toward current sales promotion strategies, with focusing more on the room's sales promotion . The study will identify either the current sales promotion medium using, gives a big

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