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**HOTEL PERDANA PERSONAL SELLING ACTIVITIES :
A STUDY ON HOTEL PERDANA SALES PEOPLE TASKS**

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LETTER OF TRANSMITTAL

II

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Sir,

SUBMISSION OF PROJECT PAPER

Enclosed hereby thesis project entitled “ A Study On Hotel Perdana Sales People Tasks” for your perusal. I do hope that with this project paper, it will meet the requirements and also the expectations of the school towards their students.

Lastly, I would like to thank you for all the guidances and supports that you have rendered to me whilst preparing this thesis.

Thank you,

Yours Sincerely



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I

Assalamualaikum.

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May ALLAH bless all of us and get benefit from it.

THANK YOU

Tourism is one of the important sector that contribute to the economy of Malaysia. By that, hotel industry is an important segment within the tourism industry. During the end of 1994 there were 1,128 hotels and 65,907 rooms throughout Malaysia. At Kelantan by the year 1996 to 1998 there are many hotels have been built.

Hotel Perdana is one of the established hotel at Kelantan that was operated on 1980. It has been declared as a 4 stars hotel and it wholly owned by Perbadanan Kemajuan Iktisad Negeri Kelantan (PKINK). It was strategically located right in the heart of town. Hotel Perdana has provided 178 rooms and other facilities like swimming pool, gymnasium, conference convention and so on.

Sales and Marketing department is one of the important department at Hotel Perdana. Here, the sales people plays an important role in order to deal with the prospects or customers. By that, they must have a personal selling skill and also communication skill in dealing with the prospects or customers from time to time. Personal selling can be defined as a formal, paid-for, personal presentations of some aspects of a company to an individual or group. Whereby, communication is the process of conveying a message from one person or group to another. It can done through face to face communication, through telephone or through mail. That is mean it includes verbal or non verbal communication.

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