

PERMAI PARK INN
PROMOTIONAL ACTIVITIES :
A Study On Its Sales Promotion

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LETTER OF TRANSMITTAL

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Tuan Haji Harun Othman
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Sir,

Submission of Research Paper

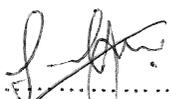
Enclosed herewith is my research paper on the Permai Park Inn entitled **PERMAI PARK INN PROMOTIONAL ACTIVITIES : A Study On Its Sales Promotion**. This research paper attempts to analyze the marketing communication aspect practised by Permai Park Inn.

With the submission of this research paper, I do hope that it will meet the requirement and expectation of the faculty.

Thank you in advance for all guidance and assistance that you had rendered to me for the completion of this research paper.

Thank you,

Your sincerely,


.....
(Syahrul Hezrin Mahmud)
96675037

ACKNOWLEDGEMENT

First and for most, I thanks **Allah** for the wisdom, strength and good health He had granted to me in completing this project paper.

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2. **Puan Muhazita Alias**, course tutor, for giving great support to me in going through the industrial attachment.
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Once again, thank you and best wishes for all of you.

EXECUTIVE SUMMARY

The hospitality industry (hotel) is cyclical, going through big upswings and big downswings. During the economic down turn , hotels can lose a lot of money especially in term of fixed costs.

As the impact from economic down turn, the hotel room occupancy rate has declined tremendously compared to the previous years. In order to overcome the problem they are trying to invest heavily in promotional activities especially in term of sales promotion.

Therefore, this research paper will emphasize on Permai Park Inn promotional activities especially in term of sales promotion. This research will reveal the effectiveness of sales promotion in improving the sales performance. This research also will find out the aspect of promotional activities in general.

The aim of this research paper is to present the ability of the researcher to implement the marketing theories under the actual situation This research paper will present the findings and practical ideas in order to improve the topic under study.

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