



اينستيتوت تكنولوجي مارا

A STUDY ON  
THE EFFECTIVENESS OF PROMOTION ACTIVITIES  
TOWARDS ATTRACTING MORE SHOPPERS TO  
STAR PARADE SHOPPING CENTER

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3<sup>rd</sup> October 1998

## LETTER OF TRANSMITTLE

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Dear Madam,

### **RE : SUBMISSION OF INTERNSHIP PROJECT**

With reference to the above matter, enclosed herewith is a report of internship project entitled "**A Study On The Effectiveness Of Promotion Activities Towards Attracting More Shoppers To Star Parade Shopping Center, Alor Setar, Kedah**".

With this project paper, I hope it will fulfill the requirements as needed by the School of Business and Management, MARA Institute of Technology Shah Alam, Selangor.

Lastly, I would like to express my sincere thanks to Puan Musalmah for the effort and guidance that you had rendered for the completion of this thesis.

Thank you,

Yours truly,



(SITI MUNIRAH BT. ABDUL MANAP)

## EXECUTIVE SUMMARY

This project paper mainly focusing on the evaluation of **“Effectiveness of Promotion Activities Towards Attracting More Shoppers to Star Parade Shopping Center, Alor Setar Kedah”**.

This project paper is conduct in order to acquire possible results on whether the promotion activities done in a shopping center especially in Star Parade Shopping Center, meet its objective to attract more shoppers to patron the shopping center. The results would become the basis for further assumptions and recommendation to be acknowledged by the researcher and the management of the shopping center.

Introduction will be in the first chapter of this project paper. It will discuss the background of company, problems statement, objectives, background and scope of study, limitation or problems faced in conducting and acquiring data for the study.

In chapter two, it will discuss the literature review on the :-

- An overview of retail promotion and its impact on customer.

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