



**THE EFFECTIVE PROMOTION TOOLS  
TO ATTRACT NEW TENANT IN  
KOMPLEKS PUSAT BANDAR PASIR GUDANG**

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**DECEMBER, 2013**

## **Acknowledgement**

Alhamdulillah, firstly I would like to express my deepest gratitude to Almighty Allah S.W.T. for making it all possible and because of strength and guidance from Him I was able to complete this study. Next, I would like to personally acknowledge the following people for their precious assistance and contributions to the preparation of this report.

First is my Research Advisor, Puan Rohani Binti Jangga. Thank for never ending support, guidance, patience, and time spent in guiding me towards the completion of this report. It would not be possible for me to finish this research without her. She one of the big supporter in making this research completed.

My thanks and appreciation also goes to Damansara Assets Sdn Bhd (Pasir Gudang Branch for having me as a practical student there especially my supervisor, En Shafie Bin Ross for continuous support. I am so grateful to have a very supportive staffs in the company who willing to spend their time for teaching me and show me how are the real working life. Thank you so much for trusting me to handle most of the events in the complex while my practical training. I do learn much from it.

Lastly, my special thanks goes to my beloved family especially my parents who being so understanding and supportive along my hard time. Also for my research and practical training coordinator, classmates, and all my friends for their helpful suggestions, advices, and moral support directly or indirectly throughout the time in completing my industrial training and research. Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. Without them, it would not be possible to achieve this.

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**ABSTRACT**

Marketing promotion is one of the important things that need to be centralized in the company's management. By having marketing promotions, it can help in terms of increasing the revenues and profits for the company. The company can attract investors and also customers by doing promotion activities. Damansara Assets Sdn Bhd is a property investment management company which is known in managing retail and commercial spaces in Malaysia. . Even though Damansara Assets is under Johor Land Corporation, any decision must be made by them. As for now they are focusing the branch in Pasir Gudang Town Centre which is seen as lacking in term of on their promotion activities that may affect the number of tenants entering the market in this premise. This research is conducted to identify what are the promotions activities that can be done in attracting new tenants to operate business in the complex. These promotion activities are not only for the tenants but also for customers so as to increase the number of footfalls in the building. This is because; even though the complex is built in the 1970s but in term of footfall of customer premises it is only a few. Results from interview session with employees of this organization indicated that there is a lack of effective promotion activities carried out to increase the number of new tenants. Among the recommendations that we suggested, Damansara Assets should go all out in finding the new so that they can increase the rental rate rather than depending on the existing tenants.