



ASSESSING ARKITREK SDN BHD VIA INTEGRATED  
MARKETING COMMUNICATIONS APPROACH:  
IMC MINI-AUDIT

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## ABSTRACT

Arkitrek Sdn. Berhad have faced problems in terms of being recognized as a social enterprise which provides sustainable design services and design build programs for the past 7 years. By not having an appropriate department or team to handle major marketing activities is one of the problems faced in Arkitrek that may have been affecting its performance in the market. Arkitrek is currently trying to gain more market presence with regards to their company philosophy; 'Conserving Nature through Education and Design' to encourage people to be more educated about sustainable design and building by participating in their camp programmes. Therefore, the selection and utilization of the most effective strategies in integrated marketing communications would lead to the public's awareness with regards to Arkitrek Sdn. Bhd. as well as increasing the company's brand performance. This particular research has been conducted in order to identify the factors that affects Arkitrek's brand performance based on the IMC mini-audit. Besides that, this research also attempts to determine the most significant factor based on the IMC mini-audit that will improve Arkitrek's brand performance and finally, the research also aims to assist in forming the best marketing communication strategies to be applied by Arkitrek Sdn. Bhd. in order to improve its brand performance. Arkitrek Sdn. Bhd. was assessed using the IMC mini-audit tool designed by Duncan and Moriarty (1997) through the distribution of 10 questionnaire which samples were selected using purposive sampling. The results obtained in this research has shown that there is a statistically significant relationship between the IMC constructs towards Arkitrek's brand performance.