



اُنِيْوَرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**“THE EFFECTIVENESS OF  
PROMOTIONAL STRATEGY:  
A CASE STUDY OF TM NET SDN. BHD.  
KOTA BHARU”**

**NOR IZZATI A. MALEK @ ABDUL MALEK  
2002315239**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY**

**OCTOBER 2005**

## **LETTER OF SUBMISSION**

**NOR IZZATI A. MALEK @ ABDUL MALEK**

Bachelor of Business Administration (Hons) Marketing  
MARA University of Technology (Machang Campus)  
18500, Machang  
Kelantan.

**The Head of Programme**

Bachelor of Business Administration (Hons) Marketing  
MARA University of Technology (Machang Campus)  
18500, Machang  
Kelantan.

October 20, 2005

Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT660)**

Attached is the research report on "The Effectiveness of Promotional Strategy: A Case Study of TM Net Sdn. Bhd, Kota Bharu." to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Your kindness to accept this project paper is very much appreciated and hopefully that you will find it to your satisfaction.

Thank you.

Yours sincerely,

**NOR IZZATI A. MALEK @ ABDUL MALEK**

2002315239

Bachelor of Business Administration (Hons) Marketing

## Acknowledgement

*"In the name of ALLAH, the most gracious and merciful"*

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ABSTRACT

The purpose of this study is to identify the effectiveness of promotional strategy engaged by TM Net Sdn. Bhd. Kota Bharu. This study is conducted in order to measure whether the promotional strategies done by the company is effective or not. The study also allows us to determine which promotional tool is the most effective and the less effective based on the company's sales achievement.

The study mostly uses secondary data as it is one of the important sources in complete the research. The data come from the company's annual sales reports and other reliable literature. In analyzing the data, percentage calculation, gap scale and ranking examination were employed.

The study discovered and identified that the effective promotional strategies engaged by the company are personal selling and exhibition meanwhile, the sales promotion is ineffective. The study also measured that the personal selling campaign is on the first rank of level of effectiveness, followed by exhibition as the second rank and the last rank is sales promotion campaign.