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**A STUDY ON THE IMPLEMENTATION OF  
PROMOTIONAL STRATEGIES FOR  
INSTITUT KEMAHIRAN MARA KUCHING**

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## **Abstract**

This project paper is a part of the requirement of the internship for the completion of the course, Bachelor of Business Administration (Hons) Marketing.

As the purpose of the study, I choose to do a research entitled “ A Study On The Implementation of Promotional Strategies for Institut Kemahiran MARA Kuching.” I found that this area of study should be done since Institut Kemahiran MARA Kuching (IKMK) never done any research or survey to measure their implementation of their promotional strategies. Due to the demand and also competition of the market and its related industry, IKMK should identify the best way to grab the opportunities to supply their quality product that is the graduated trainees in to the market and being a major supplier.

This research study will only focus in Kuching area. Research had been conducted based on the new intake trainees and final year trainees. This study examines the feedback from the trainees in the IKMK who are the receiver of the message from the promotion that carried out. This study also examines the satisfactions of the trainees toward the courses offered, facilities, prices and also future carrier. This study would also identify the strength, weaknesses, threat and opportunities of the IKMK and current promotion situation.

This report will concentrate on analysis and finding of the problem statement and giving the conclusion and recommendation to improve the IKMK performance towards the future.

In preparing this project paper and to confirm to the quality and standards of the course requirement, I faced a lot of difficulties in collecting the data.

## 1.0 INTRODUCTION

### 1.1 Background of the study

Marketing is the business function that identifies customer needs and wants, determines which target markets the organization can be serve, design appropriate products, services, and programs to serve these markets. Many people see marketing narrowly as they are of findings clever ways to dispose of a company's products. But real marketing does not involve the art of selling what you make so much as knowing what to make. Organization can gain market leadership by understanding customer needs and finding solution that satisfy these needs through product innovation, product quality, services quality, and customer services.

For the purpose of this study, the report will concentrate on the implementation of promotional strategies being done in Institut Kemahiran MARA Kuching (IKMK). I found that this area of study should be done since IKMK is in the growth stage and the organization needs a good marketing plan as a whole. But not much study being done to measure the market potential and the competition face by IKMK in future. Without a strategic marketing plan, the customers and industry generally will not get enough supply of semi – skills bumiputra's workers ready through availability of trainees produced.

### 1.2 Scope of the Study

The scope of the study will be focused on the market coverage and potential target market of bumiputra in order to increase market share in new trainees in the institution. Having all that information in mind, a formal strategic promotional plan will be formulated with regard to implementation of new promotional strategy. Geographically, the scope of the study will be confined to Kuching area and will be conducted at Institut Kemahiran MARA Kuching at Jalan Sultan Tengah, Petra Jaya.