

**A STUDY ON
THE POTENTIAL CUSTOMER'S AWARENESS TOWARDS TOUR
PACKAGE OFFERED BY PERPEL TRAVEL AND TOURS SDN. BHD.
KOTA BHARU BRANCH**

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LETTER OF TRANSMITTAL

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Sir,

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AND TOURS SDN. BHD. KOTA BHARU BRANCH.**

Enclosed here is the internship thesis entitled "The Study On : The Potential Customer's Awareness Towards Tour Package Offered By Perpel Travel and Tours Sdn.Bhd. Kota Bharu Branch.

With the submission of this report, I do hope that it will meet the requirements and purpose of the Marketing Internship subject.

I am grateful for any comments and commitments to improve this report in the future. I thank you for all the guidance and support you have generously rendered for the completion of this report.

Thank you

Your faithfully,


.....
(Kamilah Binti Hj Baharuddin)
Matrix No : 97374645

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ABSTRACT

Advertising plays an important role in promoting product or services that the company offers. Advertising is responsible to create awareness of the company's services, then attract customer, increase the likelihood of keeping customers, and developing their loyalty.

Planning an effective advertising media is a critical aspect of advertising management. It is because there is no single medium inherently good or bad. A good medium for one service may be poor medium for a another. Each media category has certain advantage and disadvantage that the company must consider in developing media strategy.

Therefore, this research is study on the potential customer's awareness towards tour package offered by Perpel Travel & Tours Sdn.Bhd. Kota Bharu. It analyzed the level of effectiveness advertising that the company has practised in order to promote the tour package.

In measuring the effectiveness of the advertising, several problems had been identified. The problem are; inappropriate media selection, ineffective advertising media, unattractive advertisement, poor advertising plan, and no advertising specialize person.