



**A STUDY ON PROMOTIONAL STRATEGIES OF
SARAKOPPE SDN. BHD**

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ABSTRACT

The purpose of the study is to analyze the implementation of promotion strategies and to seek out the most appropriate suggestions and recommendations in order to improve the existing promotion strategy of the company.

The level of respondent's perception, experience and expectation were measured, to enhance the promotion strategies. Throughout the period of this study, one hundred and fifty-five (155) responses had been received and the data collected was analyzed.

Promotion is one of the four major elements of the company's marketing mix . The result shows that the company has carried out some promotion strategies in their business to inform the public about their business.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF STUDY

Sarakoppes Sdn Bhd (SSB) was incorporated on 19th May 1995 under the Company Act, 1965 as a private limited company with an authorized share capital of RM 500,000.00 . Its authorized share capital was increased to RM 1,000,000.00 on 24th August 1995. As at 31st December 2000, Sarakoppes Sdn Bhd has issued and paid up capital of RM 920,000.00 .

Sarakoppes is a 65.2 percent owned subsidiary of Koperasi Koppes Berhad (hereinafter referred to as "the Holding Company"), a co-operative society registered under the Co-operative Societies Act 1993. The principal activities of the Holding Company are that of providing credit sale financing scheme and cash loan to its members. The members comprises of SEDC Sarawak employees, the ex-employees of SEDC Sarawak and the subsidiary companies such as Damai Golf, Sarawak Cultural Village and Sedidik Sdn Bhd who registered as members. These members can automatically apply for any financing scheme offered by Sarakoppes.

CHAPTER TWO

LITERATURE REVIEW

2.1 PROMOTION

Promotion encompasses all the tools of selling, including sales promotion and is itself a component of marketing. It is responsible for making the demand curve upward and to the right by utilizing some or all of the elements of the promotion mix. It may be defined as the combined and coordinated efforts of a business, government, political party, nonprofit institution etc to sell its goods, services, ideas or people. Promotion includes all or any of the tools of selling.

Promotion can create awareness and stimulate interest in the product or brand. It persuades people and finally sells the product.

As Stanley M. Ulanoff, Ph.D, 1985, put it :

“Element of promotion which are advertising, personal selling, publicity and sales promotion, the next generation of marketing, known in the trade as the promotion mix and also as the tools of selling.”