



**EXPLORING EFFECTIVENESS OF USING SALES PROMOTIONAL  
TOOLS IN PARKSON KAJANG**

**MIRA SYAHIRA BINTI MOHAMMAD NOOR**

**2014136765**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)  
MARKETING**

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA JOHOR**

**JANUARY 2017**

## ACKNOWLEDGEMENT

First and foremost, I praise to God, the Almighty for providing me this opportunity and granting me the capability to proceed successfully. This thesis appears in its current form due to assistance and guidance from several people. I would therefore like to offer our sincere thanks to all of them.

I would like to express my sincere gratitude to my advisor Madam Siti Farrah Binti Shahwir for her continuous support of my thesis and research, for her patience and immense knowledge. Her guidance helped me in all the time of research and writing of this thesis.

I want to express my deep thanks to my parents as well for their continuous support in terms of financing in travelling to UiTM Segamat Johor from Selangor for meeting up with my advisor and also printing matters.

Not to forget, special thanks to my Supervisor for the internship program at Parkson Corporation Sdn. Bhd, Kajang branch for their understanding when I going to Johor to meet up my advisor, Madam Siti Farrah Binti Shahwir.

Last but not least, I would like to say thank you to my fellow classmates and my colleagues for always sharing opinion regarding my thesis. They provide me emotional support, always cheering me and tell to each other not to give up and always do the best for my thesis.

## TABLE OF CONTENTS

	<b>CONTENTS</b>	<b>PAGE</b>
	<b>TITLE PAGE</b>	
	<b>DECLARATION OF ORIGINAL WORK</b>	
	<b>LETTER OF TRANSMITTAL</b>	
	<b>ACKNOWLEDGEMENT</b>	i
	<b>TABLE OF CONTENT</b>	ii
	<b>LIST OF TABLES</b>	v
	<b>LIST OF FIGURES</b>	vii
	<b>ABSTRACT</b>	viii
	<b>CHAPTER 1: INTRODUCTION</b>	
1.0	Introduction	1
1.1	Overview of Retailing Industry	1
1.2	Background of the Company	2
1.3	Background of Study	2
1.4	Problem Statement	5
1.5	Research Question	6
1.6	Research Objective	7
1.7	Significant of Study	7
1.8	Scope of Study	7
1.9	Limitations	8
1.10	Definition and Terms	9
	<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.0	Literature Review	11
2.1	Overview	11
2.2	Parkson Corporation Sdn. Bhd.	11
2.3	Background of Parkson Kajang	12
2.4	Coupons, Voucher & Rebates	15
2.5	Promotion Fair	16

## **ABSTRACT**

The purpose of this research is about to study the exploring effectiveness of using sales promotional tools by Parkson Kajang. Parkson Kajang is one of the types in the retailing industry. Parkson Kajang can be considered as departmental store which offers huge number of brands and products in one roof. It is also located in Metro Kajang Plaza which has been 20 years been operated in the middle of Kajang City. Parkson Kajang has 8 departments of selling floor and consist of 3 levels of floor. There are 2 objectives for this research which is to investigate customer preferences towards sales promotional tools by Parkson Kajang and to understand the basic level of sales promotional tools concept used among customer Parkson. Regarding to the purpose mentioned, Parkson Kajang have implemented several sales promotional tools which is coupons, voucher and rebates, promotion fair, point of purchase promotion and loyalty marketing program. The questionnaires were administrated to the customers who have experienced shopping at Parkson Kajang and were distributed to 120 of customer who have experienced shopping at Parkson Kajang. Research analysed using SPSS will be used to determine the average score for each promotional tools that give impact to the each respondents and Parkson Kajang. As a result, we can see which is the most customer preferences towards the variables that has given best understanding of sales promotional tools activities towards customer's Parkson Kajang and assigned the most effective tools that has lead to the best sales promotional tools activities that has Parkson Kajang implements.

## CHAPTER 1

### 1.0 INTRODUCTION

#### 1.1 Overview of Retailing Industry

Retail industry established when all businesses sell goods and services to consumer. There are several directions in this industry whereby it involve department stores, discount stores, specialty stores and even seasonal retailers. Besides that, each retailer tries to differentiate itself from the competition, but the strategy that the company uses to sell its products is the most important factor. There are some types of retailing business that can be classified which department stores usually have a very large store in offering a huge assortment of goods and services. Then, discounters is tend to offer a wide array of products and services, but compete mainly on price whereas demographic involve retailers that aim at one particular segment. High-end retailers focusing on wealthy individuals would be a good example.

Retail industry involved 7 P's of marketing mix which include price, product, place, people, promotion, physical evidence and process which creates a foundation to achieve desired outcome of having people visit to the store. Promotion, triggers points that capture the interest of people enticing them with irresistible offers. Promotion is also able to raise customer awareness of a product or brand, generating sales and creating brand loyalty. Place can relate to where to intend on offering a product, along with the avenues of how people can reached. Whereas, price can be determine by supply and demand or quality versus quantity. As for product, it is anything that can be offered to a market that might satisfy a want or need. Next, physical evidence is by relating it to the material part of what the customers see, for example signage, uniforms, stationery, business cards and others. A business process is best described as the activities that produce a specific service or product for customers and people which related with employees that need to be educate on product or services provided.