

A STUDY ON THE EFFECTIVENESS OF
ADVERTISEMENT MADE BY FELCRA IN
PROMOTING FFB TENDER

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ABSTRACT

This paper reports a study on the Effectiveness of Advertisement made by FELCRA in Promoting FFB's tender in Sabah on the significant factors that contribute in considering when applying FFB's tender offer by FELCRA.

In order to achieve the objectives, 20 questionnaires distributed to manufacturer who have related with oil palm industry. Based on the findings, several recommendations are produce in order to enhance and improve the effectiveness of advertisement made by FELCRA regarding in promoting FFB's tender.

The conclusion on this paper, is that, FELCRA should place their advertisement in other major medium of advertisement such as radio and television and magazine. Creative making on the message content of advertisement can make the advertisement look more interesting and for sure potential buyer will remember the advertisement and take some action.