



DECLARATION OF ORIGINAL WORK

Bachelor of Business Administration With Honours (Marketing)

Faculty Of Business Management

Universiti Teknologi MARA

Declaration Of Original Work

**A STUDY ON
THE PROMOTION EFFECTIVENESS
OF PETRONAS KAD MESRA**

I hereby declare that

my work has not previously been submitted in substance for any degree

or other degree, or has been submitted for this degree or other degree.

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This project paper is the result of my independent work and investigation except where otherwise stated.

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4. ANALYSIS AND INTERPRETATION OF DATA

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ABSTRACT

The purpose of this study was to measure the promotion effectiveness of the Kad Mesra by PETRONAS Dagangan Berhad at several Petronas petrol station in Kota Kinabalu. To achieved and established the objective, the information was gathered and the survey was conducted among the customers who came and fill-up fuel for their vehicles at the said stations. Most of them were given the questionnaire.

At the end of the research, it was found out that the promotion of the Kad Mesra seems effective. Most of the card holder are attracted with the contests and rewards introduced by Petronas Dagangan Berhad whereby those rewards had motivated them to be frequently used their Kad Mesra when fuelling their vehicles. The other promotional tools that helps was the advertisement campaign through media electronic such as TV3 and internet, through local newspapers, posters and banners which located at the petrol station itself. Several recommendations have been recommend at the end research as to enhance and increase the numbers of applicants as it will indirectly increase the sales volume.

