



**THE EFFECTIVENESS OF ADVERTISING AND
PROMOTION ACTIVITIES: A CASE STUDY OF
Z.M RECORDS, KUCHING.
(DA LAST MATAZZ)**

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ABSTRACT

Z.M Records is an owner/ manager small business company recognized as a first recording company here in Sarawak especially in Kuching area. This company was established in January 2004 and this is the first company that is managed wholly by a Bumiputera group. Presently, there are signs that it is facing difficulty in managing their adverting and promotion activities in order to increase the selling of the album and enhance the popularity of their artists in our local market. This project examines the marketing problems currently faced by the company and to offer solutions and recommendations to the company. This study involves examinations of the effectiveness of advertising, promotions activities and analyzes the customer satisfaction toward their product.

The findings showed that advertising and promotions main an important functions in order to promote, to attract, to persuade the potential customers to purchase their product. Advertising through newspapers is the best way to introduce our product in the markets. Beside that, radio and television is the best tool for the promotion activities due to the effectiveness in term of information and time that is faster and accurate. This company also needs to analyze what are the customer want and need in term of the product that offers in the markets. This study proves that a good advertising and promotions activities will create effectiveness in order to satisfy the customers need in the market place.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

In Malaysia, the creative industry comprises of activities having their own individual creativity, skill and talent which have the potential for wealth and job creation through the generation and commercialization of intellectual property in for film, television and radio, interactive software, online publishing, advertising, music and education and training. The music industry sector in Malaysia is fairly small and sale of local music is limited to local audiences and popular only among individual ethnic backgrounds. Although there are restrictive measures due to religious and racial sensitivity there are encouraging signs that the government is moving towards a more liberal and open approach.

The people of Malaysia have variety of lifestyles. The important value among ethnic Malays is respect and obedience towards parents and elders, community self-help and in rural areas, the maintenance of law and order through the co-operation and respect for the village headman. Malaysia due to its multi-cultural society and population consists of the 3 major different ethnic backgrounds the music industrial is fragmented.

CHAPTER 2

LITERATURE REVIEWS

2.0 TOOLS TO ASSIST IN COMBATING BUSINESS DEFICIENCY

2.1 MARKETING PLAN

Advertising and promotions is bringing a product to the attention of potential and current customers. Advertising and promotions are best carried out by implementing advertising and promotions plan. The goals of the plan should depend very much on the overall goals and strategies of the organization, and the results of the marketing analysis, including the positioning statement.

The plan usually includes what target markets you want to reach, what features and benefits you want to convey to them, how you will convey it to them (this is often called your advertising campaign), who is responsible to carry the various activities in the plan and how much money is budgeted for this effort. Successful advertising depends very much on knowing the preferred methods and styles of communications of the target markets that you want to reach with your ads. A media plan and calendar can be very useful, which specifies what advertising methods are used and when.

For each product, carefully consider: What target markets are you trying to reach with your ads? What would you like them to think and perceive about your products (this