

**INDUSTRIAL ATTACHMENT  
(MKT 500)**

**ADVERTISING  
AND  
PROMOTIONAL CAMPAIGN  
FOR  
H & R JOHNSON (MALAYSIA) SDN. BHD.**

BY

AHMAD NASIR YAACOB (90012823)  
ADVANCED DIPLOMA IN BUSINESS STUDIES (MARKETING)  
MARA INSTITUTE OF TECHNOLOGY  
SHAH ALAM, SELANGOR DARUL EHSAN.

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## **EXECUTIVE SUMMARY**

The area of the study are specific to the present advertising and promotional activities at H & R Johnson. The aim of this study is to determine the effectiveness of the advertising and promotional campaign in the H & R Johnson.

H & R Johnson as Malaysia's leading quality ceramic tile Manufacturer was formed in 1976 and is the only ceramic tiles manufacturer to have a wide range of wall and floor tiles conforming to international and local standards. H & R Johnson has a good range of tiles in term of colour and design which meet the needs and wants of the consumers the first production of floor tiles was on 1979 and the company ranked in \$10.9 million in sales revenue and earned 46% increase in profit.

This report is conducted mostly through secondary data, interview and question as to find out the perception of the target audience toward the product of the H & R Johnson.

Lastly, I hope that this report will help the company to develop and improve its advertising and promotional strategics in the future.