

***A DISSERTATION SUBMITTED TO
MARA INSTITUTE OF TECHNOLOGY
BACHELOR OF BUSINESS ADMINISTRATION (HONS)
RETAIL MANAGEMENT***

***A STUDY ON THE EFFECTIVENESS OF
MYDIN WHOLESALE EMPORIUM TOWARDS ITS
PROMOTIONAL STRATEGIES IN KLANG VALLEY***

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EXECUTIVE SUMMARY

Responding to the important of promotion which can enhance the store sales and profitability, Mydin Wholesale Emporium should find an effective way of their promotional strategies towards targeted customers. With the right promotional tools, the potential buyer will be aware of the store and products exist.

Mydin Wholesale Emporium is one of the largest Wholesale Emporiums in Malaysia region. It was founded by Mr. Mydin Mohamed in 1956. In July 1991, he had converted his business from sole proprietorship to private limited company with the hope that company can growth in turnover, profit and number of outlets.

Currently, Mydin Wholesale Emporium is using a few promotional methods in creating more customers as well as to increase their sales. Above the line advertising and below the line promotion have been done by Mydin which involved the used of media and in-store promotion.