

IN ANALYZING MARKETING MIX
OF TRU-DESIGN SDN. BHD.

PREPARED FOR:

ENCIK ADZMAN BIN ABBAS
SCHOOL OF MASS COMMUNICATION
MARA INSTITUTE OF TECHNOLOGY

PREPARED BY:

KHAIRUL RAZAK BIN MOONIER
(90012967)
ADVANCED DIPLOMA IN BUSINESS STUDIES (MARKETING)
SCHOOL OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM
SELANGOR DARUL EHSAN

MAY 15, 1992

TABLE OF CONTENTS	PAGE
ACKNOWLEDGMENT.....	iv
EXECUTIVE SUMMARY.....	vi
CHAPTER	
I. INTRODUCTION	
Introduction.....	1
II. PROBLEM STATEMENT	
Problem Statement.....	5
Objectives of Study.....	6
Scope of Study.....	6
The Important of Study.....	6
Assumptions.....	7
Limitations.....	7
III. THE COMPANY	
Background.....	8
Objectives of the Company.....	9
Marketing Mix.....	10
Product.....	10
Price.....	11
Place.....	12
Promotion.....	12
Slogans and Trademarks.....	14
SWOT Analysis.....	15
Strengths.....	15
Weaknesses.....	17
Opportunities.....	19
Threats.....	20
How The Business Operate?.....	20
Sales.....	23
IV. METHODOLOGY	
Methodology.....	26
Primary Data.....	27
Personal Interview.....	27
Survey.....	28
Sampling.....	29
Secondary Data.....	34
V. FINDINGS AND ANALYSIS	
Findings and Analysis.....	36
Responses of Respondents (Tru-Design Staffs).....	37
Responses of Respondents (Tru-Design Clients).....	41

VI. CONCLUSION AND RECOMMENDATIONS

Conclusion.....53
Recommendations.....54
 Product Supplier.....54
 Price.....55
 Place.....57
 Catalog.....58
 Yellow Pages.....59
 Trade Shows.....59
 Personal Selling.....60
 Target Market.....61
 Salesforce.....61
 Fringe Benefit.....62

BIBLIOGRAPHY.....63

APPENDICES

ACKNOWLEDGMENTS

As in any large and creative undertaking, many people have contributed to the preparation of this project paper. I would like to express my gratitude and appreciation to all of them.

Encik Adzman Abbas, my advisor. A great debt is owed for his comments, guidance, discussion, and encouragement during the preparation of this project paper.

I am also grateful to Encik Joeharev Abdullah, General Manager of Tru-Design Sdn. Bhd. and Encik Abdul Ghani, my supervisor in giving me a lot of exposure especially in the real working environment during my practical training there. To Miss Tan Fong Leng and staff of Tru-Design for their kind assistance and advise during my practical training at their good office.

Puan Kalsom Abu Bakar my course tutor, thank you very much for the encouragement and guidance.

Thanks are due to my parents, brothers, and sisters, who provided me with the time, support, and inspiration needed to prepare this project paper.

EXECUTIVE SUMMARY

Tru-Design Sdn. Bhd. is the new company which deals with premium and promotional items. This company was established in January, 1991. Since the establishment of this company just a year ago, it is important for it to use the marketing mix tools that is product, price, place, and promotion with effectively and efficiently.

The premium and promotional items business in Malaysia is a growing business as well as Malaysia economic growth rapidly. Nowadays more and more company used the promotional items such as umbrella, t-shirt, bag, and so on to promote its company besides it also as one of the advertisement tools. By having the promotional items, the company or organization may portray its image to the publics.

The effective of using marketing mix tools in business is the based to ensure the company will be succeed in its business. As such, it is the objective of this project paper to find out the effective of using marketing mix tools besides to know its target market. Ways and means are recommended in order to rectify any weaknesses situation that Tru-Design might face in facing the marketing mix tools.