



TO STUDY THE EFFECTIVENESS OF PROMOTIONAL TOOLS DONE
BY PROEIGHT OFFSHORE ENGINEERING SDN BHD

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**TO STUDY THE EFFECTIVENESS OF PROMOTIONAL TOOLS
DONE BY PROEIGHT OFFSHORE ENGINEERING SDN BHD**

MODE B

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2011



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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UNIVERSITI TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”

I, Saidatul Zafirah Binti Mohd Noh, (I/C Number 870331-10-5018)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees
- This research paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

5th May, 2011

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title '**TO STUDY THE EFFECTIVENESS PROMOTIONAL TOOLS BY PROEIGHT OFFSHORE ENGINEERING SDN BHD**' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely.

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ABSTRACT

The main purpose of this study is to identify the effectiveness of promotional tools done by ProEight Offshore Engineering Sdn Bhd to create customer awareness. The objective of this study is to determine the most suitable promotional tools that the company has done to enhance customer loyalty. ProEight Offshore Engineering Sdn Bhd has offered refurbishment services and innovation of mechanical seals as their product, which is why ProEight Offshore Engineering Sdn Bhd is a premier domestic company that enters this industry. However, to compete with international products, this company has to determine which promotional tools can influence more to the customer.

The respondent is 34; the company as an existing customer who has a contract agreement with ProEight Offshore Engineering Sdn Bhd. The data collected from the questionnaire is primary data. The Statistical Package for the Social Science (SPSS) version 14.0 has been used to summarize the data. In conclusion, the researcher found the most effective promotional tool done by this company is sales promotion, which is an activity that can increase the degree of confidence level of the customer to the company's service and products, it also creates customer loyalty to the company. In addition, the result shows a positive relationship between promotional tool activities and the effectiveness of promotional tools done by ProEight Offshore Engineering Sdn Bhd. Lastly, the recommendations are made based on several logical factors and the impact of the current situation on the promotional tools practiced.