



## BORANG INVENTORI PROJEK PELAJAR

PERKARA	MAKLUMAT INFORMATION
Program <i>Program</i>	DPM
Jabatan <i>Department</i>	PERDAGANGAN
Semester/ Tahun <i>Semester/ Year</i>	LIMA
Tajuk Projek <i>Project Title</i>	EFFECTS MARKETING STRATEGIES ON ORGANIZATIONAL PERFORMANCE AT ANIMAS DAMAI
Jenis Projek <i>Type of Project</i>	PENYELIDIKAN
Kategori Kluster Penyelidikan <i>Category/ research Cluster</i>	SAINS SOSIAL
Ahli Kumpulan <i>Group member</i>	1. NIZA AZFARAHIN BINTI MAHAMAD AYUB 990702-10-5428 2. NURUL SYUHADAH BINTI JAMALUDIN 990405-14-5028 3. NURSYAMMIMI RINNY BINTI BAHRIN 991016-06 5598 4. MUHAMMAD ALIFF DANIAL BIN MOHD YUSOF 991011-14 6241 5.
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Penyelia Bersama <i>Co-Supervisor</i>	
Abstrak <i>Abstract</i>	<p>Marketing is a healthy way of competition for every business. Marketing practices will often be different when compared to each social and cultural country. Marketing is an activity where the dissemination of the existence of goods or services is carried out to achieve the objectives set by the company (William J. Stanton). Effective use of marketing helps firms to develop their brand more widely. This research paper investigates the impact of marketing tools on Animas Damai Enterprise. This study was guided by the following objectives, to determine factors that may affect the performance of Animas Damai Enterprise.</p> <p>Purpose : The purpose is to gain an understanding on how strategies marketing</p>

	<p>will affect organization's performance. This study also enlighten on how to get organization to be known in market.</p> <p>Method : This survey research design method was used in this study which involves using a self design questionnaire in collecting data from thirty respondents. The instruments used in this study is interview owner and customer who have used Animas Damai catering's services.</p>
<p>Keyword <i>Keyword</i> (max 5 word)</p>	Effects Marketing Strategies
<p>Objektif Projek <i>Project Objectives</i></p>	<ol style="list-style-type: none"> <li>1. To perform a situational analysis of performance at Animas Damai Enterprise Company.</li> <li>2. To determine factors that may affect the performance of Animas Damai Enterprise Company.</li> <li>3. To formulate effective marketing strategies in improving performance of Animas Damai Enterprise Company.</li> </ol>
<p>Skop Projek <i>Project scope</i></p>	<ol style="list-style-type: none"> <li>1. To perform a situational analysis of performance at Animas Damai Enterprise</li> <li>2. To determine factors that may affect the performance of Animas Damai Enterprise</li> <li>3. To formulate effective marketing strategies in improving performance of Animas Damai Enterprise</li> </ol>

IP No		
Dapatan <i>Finding</i> (500 words max)	As a result of our study, Animas Damai Entreprise were found to be unknown to the people around Kuala Lipis. This is why we plan to help Animas Damai Entreprise deal with the issues they are facing. In addition, Animas Damai Entreprise are also not using the latest technological sophistication as a step towards improving the company's reputation and performance. In line with the passage of time, we plan to create the latest technology based platform to help companies by implementing Facebook, Instagram and Wixx Website to make it easier for customers to get information about the company.	
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500words)	Our suggestion to students of innovation that will make future research possible is to develop a marketing strategy through the expansion of branches across Malaysia. This will enable customers to get involved in catering business immediately and help the company expand its power and empire to become more recognizable along with the popular catering company name in Malaysia	
Gambar berkaitan projek  <i>Picture related to project (700kb)</i>		
Rating/Level	JABATAN	

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*Borang ini perlu diisi oleh pelajar dan dihantar kepada penyelia/ penyelaras projek dalam bentuk hardcopy dan softcopy (borang LAMPIRAN J) dan gambar hasil projek dalam format jpeg/bitmap) bersama laporan akhir dan hasil projek.*

