BORANG INVENTORI PROJEK PELAJAR

PERKARA	MAKLUMAT *INFORMATION*
Program *Program*	DPM
Jabatan *Department*	PERDAGANGAN
Semester/ Tahun *Semester/ Year*	LIMA
Tajuk Projek *Project Title*	DEVELOPING DIGITAL MARKETING STRATEGY THROUGH WEB-BASED APPLICATION AT POLYCUISINE BAKERY
Jenis Projek *Type of Project*	PROJEK PERNIAGAAN
Kategori Kluster Penyelidikan *Category/ research Cluster*	SAINS SOSIAL
Ahli Kumpulan *Group member*	1. HADIRAH HAZREEN BINTI HUSSAINI 990816-14-6252 2. HAWA BINTI KHAIRIL 990820-10-6026 3. INTAN HAZIQAH AIMAN BINTI MOHD RASUL 990629-01-6452 4. NUR ALIAH AQILAH BINTI MUHD AZLAN 990302-04-5542 5.
Penyelia *Supervisor*	RABI'AH BINTI SEMAN 800518-11-5212
Penyelia Bersama *Co-Supervisor*	
Abstrak *Abstract*	For some in the conventional business world, digital marketing seen as something of a poor relation to traditional marketing but of little actual consequence. But, as Malaysians become increasingly comfortable online, living more and more in the digital world, companies will have to wake up to the future of marketing. Malaysia is an optimal location for e-commerce to expand. This has brought the attentions of not only online start-up, but also the major players in advertising, all wanting to take advantage of these ideal conditions. Based on nowadays scenario on digital marketing, this study conducted at PolyCuisine Bakery. The aims of our research is to develop digital marketing strategy through web-based application as a marketing strategy. Our process of data collection method

	divided by two, which are secondary data and primary data. Interview session conducted with the CEO of PolyCuisine Bakery. According to the interview session, the data obtain will be analysed by using SWOT analysis. The findings shows that, the PolyCuisine Bakery's total of sales are just static and not increasing. In addition, they are also lack of online marketing. They need a team that can help them to do their marketing promotion that might be can improve their sales performance. Effective promotional strategies are one of the key success factors for companies to increase their sales and revenue. As a result, so we can help them to do their marketing promotion that might can increase their sales performance.
Keyword *Keyword* (max 5 word)	Effective Promotion, Website, Advertising, Polycuisine Bakery
Objektif Projek *Project Objectives*	1)To perform a situational analysis of PolyCuisine Bakery. 2)To determine marketing strategy that will influence sales performance of PolyCuisine Bakery. 3)To formulate effective promotional that will improve sales performance of PolyCuisine Bakery.
Skop Projek *Project scope*	Marketing Strategy

IP No	
Dapatan *Finding* (*500 words max*)	The result shows that advertising can attract more and new customers to buy their bakery products. It also easy for the customer to get the information from th website by just click the link. Besides that, by selling through websites it will give benefit to the company such as helps to increase their sales and helping PolyCuisine Bakery to expand their selling easily through online marketing. Furthemore, based on sales promotion the company needs one platform where they only need to update when have a promotion and new products. Lastly for the public relations, PolyCuisine wants the customers know about the special discount for every weeks with different types of products.
Cadangan untuk kerja-kerja akan datang *Suggestion for future work* (*500words*)	An effective marketing strategy is very important for the startup company like PolyCuisine Bakery. To create an effective marketing strategy, website is the best platform to market the product because it gives the convenient to the customers to purchase the product. This online platform can create and publish valuable and relevant content that helps PolyCuisine Bakery to attract and engage the target audience. By providing, the target buyers with engaging content, the PolyCuisine Bakery can work to build and foster stronger relationships with the customers. Besides, it also can improve the sales performance of PolyCuisine Bakery because it gives the convenient to the customers to purchase the product that they want. For this time being, PolyCuisine can use the website that has been made by the researchers as a marketing channel, but for the payment gateway, they can upgrade soon to let people purchase through online. If the website of PolyCuisine shows the increasing in their sales performance, PolyCuisine team can upgrade the website to an online purchasing application to easier for the customers to access.
Gambar berkaitan projek *Picture related to project* (700kb)		
Rating/Level	JABATAN

**

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.