



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>	DEVELOPING 360 DEGREE PRESENTATION OF MARKETING STRATEGY FOR SINGGAHSINI SPA
Jenis Projek <i>Type of Project</i>	PROJEK PERNIAGAAN
Kategori Kluster Penyelidikan <i>Category/ research Cluster</i>	SAINS SOSIAL
Ahli Kumpulan <i>Group member</i>	1. SYAZANA NAJWA BINTI KHAIRUDIN 990406-04-5758 2. NUR NAJIHAH BINTI ZAHAR 990722-05-5130 3. NURHAZIEYAH AQYLAH BINTI HAZIZY 991111-10-5404 4. LYANA SYAFEEQAH BINTI ABDUL SHUKOR 991217-10-6210 5.
Penyelia <i>Supervisor</i>	PUAN SUZANA BINTI BAHARUDIN 720423-06-5216
Penyelia Bersama <i>Co-Supervisor</i>	
Abstrak <i>Abstract</i>	<p>This project was implemented at SinggahSini Spa at Taman Lagenda Melaka. The major problems faced by the SinggahSini Spa is regarding their poor marketing strategy to build customer awareness. The process of data collection method is divided into two which are primary data and secondary data. The strategies business tools that has been used is questionnaires, SWOT and TOWS analysis. For questionnaires the data will be analyze by using Statistical Package for the Social Sciences (SPSS). Mean for objective number one is 2.97, follow by 3.56 for objective two and 3.42 for objective three. All the data obtained will help SinngahSini Spa to increase the customer awareness and improve their marketing strategy. From SWOT, TOWS and mean analysis we suggest and help</p>

	SinggahSini Spa to produce 360 degree presentation of marketing strategies. A Uniform Resource Locator (URL) for 360 Degree Presentation for SinggahSini Spa is https://youtu.be/ezu9zrB26pA . By producing this video all the customer and potential customer for SinggahSini Spa will aware about SinggahSini Spa because it will be promoted through all the social media
Keyword <i>Keyword</i> (max 5 word)	360 DEGREE PRESENTATION
Objektif Projek <i>Project Objectives</i>	<ul style="list-style-type: none"> - To identify on how to improve communication between customers and SinggahSini Spa. - To identify the marketing tools that influence customers' awareness. - To produce 360 degree presentation for marketing strategy at SinggahSini Spa.
Skop Projek <i>Project scope</i>	<ul style="list-style-type: none"> - The scope of the research has been limited to application of online (media social) and offline marketing at SinggahSini's Spa. - SinggahSini Spa is located at No.43, Jalan Lagenda 1, Taman Satu Lagenda, (124.46km) 75450, Malacca City. - 100 respondents are mainly from Taman Lagenda area.

IP No		
Dapatan <i>Finding</i> (500 words max)	- For objectives number 1, respondents are moderately agree that took 2.97 for mean average which the SinggahSini Spa should improve the communication between customers and SinggahSini Spa. - For objectives 2, respondents agreed that SinggahSini Spa should use online activities in their marketing activities to influence customer awareness. - In objectives 3, conclude that respondents moderately agree that SinggahSini Spa should produce 360 degree presentation for marketing strategies to create customer awareness.	
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500words)	- Every business should have knowledge in marketing by analysed it using SWOT analysis or any other method to achieve organization's goals. - In conclusion, communication, marketing strategy and marketing tools can influence customers' awareness.	
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.

