



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 Organisational Performance at Animas Damai Enterprise
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. NUR SYAMMIMI RINNY BINTI BAHRIN 991016-06-5598 2. NIZA AZFARAHIN BINTI MAHAMAD AYUB 990702-10-5428 3. MUHAMMAD ALIFF DANIAL BIN MOHD YUSUF 991011-14-6241 4. NURUL SYUHADAH BINTI JAMALUDIN 990405-14-5028 5.
Penyelia <i>Supervisor</i>	SHAMEIRA BINTI MD APANDI 770828-14-5770
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 Company.</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 instrument 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>	Effective Marketing Strategies
<p>Objektif Projek <i>Project Objectives</i></p>	<ol style="list-style-type: none"> 1. To perform a situational analysis of performance at Animas Damai Enterprise Company. 2. To determine factors that may affect the performance of Animas Damai Enterprise Company. 3. To formulate effective marketing tools in improving performance of Animas Damai Enterprise Company.
<p>Skop Projek <i>Project scope</i></p>	<p>This study discusses about the organizational performance at Animas Damai Enterprise Company that consist of marketing tools such as direct marketing, advertising and public relation. This study was conducted around Kuala Lipis. The respondents of the study were among people who potentially to use the service that offered Animas Damai Catering and lives in Kuala Lipis.</p>

IP No		
Dapatan <i>Finding</i> (500 words max)	As a result of our study, Animas Damai Enterprise were found to be unknown to the people around Kuala Lipis. The company is lack in their promotional activities. Based in what we have got from spss analysis mean and standard deviation on the promotional is stated lower compare to services. This means that the company is really facing promotion issue which effects the organizational performance.	
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500words)	Our suggestion to student of innovations 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 to 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</i> (700kb)		
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.

