CAPTURING NEW CUSTOMER BY USING ADVERTISEMENT

ON

PARKING TICKET

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APPROVAL

I hereby acknowledge that I have read this thesis and in my opinion, this work sufficient in terms of scope and quality for the award of Bachelor Degree of Technopreneurship with Honors.

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Date   : 22nd June 2014

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DECLARATION

"I hereby declared that this research study entitled "Capturing New Customer by Using Advertisement on Parking Ticket" is the result of my own research except as cited in the references.

Signature   :

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Date   : 22nd June 2014

DEDICATION

Special dedication of this grateful moment to my..

Beloved Parents

Loving Family Members

That always loves me,

My friends, my colleagues

And all faculty members

For all your care, support and believe in me.

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ABSTRACT

Capturing new customer is not an easy task to implement because each and every individual in this word were born with different attitudes, behaviours and perceptions towards certain actions. To sell goods in the market also is not easy things to do. This is because; some of the customers are not easy to be influenced. Some of them don't know the goods presents in the market, or in other words, lack of awareness. Through this research study, the focus will be on how to create awareness among the customers toward the goods provided in the market, how to make the goods noticeable by the customers, what is the suitable modes to promote the goods and also is the method strong enough to capture the new customers.

Through this study, one promotional method will be used which is the parking ticket will be attached with selected aromas that could make the customers aware of the goods. The goods that will be referred is the goods offers by one of the Malaysian Resources Corporation Berhad (MRCB) property which is Sooka Sentral. Sooka Sentral is a building that offer lifestyle facilities such as Food and Beverages (F&B), Spa, Fitness Centre, Healthcare and so others. But, their mainly focus is towards F&B. Basically, this research study trying to deliver how the new method of advertising triggers the customers' behaviour to aware and buy the goods offer by Sooka Sentral.

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CHAPTER 1

INTRODUCTION

1.1   Background Study

This study is to find the best solution that is happening currently at one of the Malaysian Resources Corporation Berhad (MRCB) property building, which the building is better known as Sooka Sentral. Sooka Sentral is a lifestyle centre building that provides a variety of facilities to serve the community needs and wants within their hectic and active lifestyles. The offerings are such as healthcare, spa, fitness centre, but most of the offerings are the food and beverages. Sooka do believe that these facilities could help the community around them to keep on enjoying their life, even though they are busy with their works, meetings, events and so others.

One of the advantages of Sooka is, this building is surrounded by a few well known buildings such as, our main railway transportation, Kuala Lumpur Sentral (KL Sentral), Axiata, MIDA, Maxis, UEM, Quill 7 and so others. This has supposedly become an advantage for Sooka to capture more visitors to their building, especially, the travellers that travel by using the railway service at the KL Sentral. This is because; Sooka is located facing through the departure hall of the KL Sentral. The problem is, not all among the communities realizes the presence of Sooka, especially the railway user.

According to the few number of tenants which commence their business in the food court area at level two (2) of the building, they claimed that the reason why lack of people is visiting Sooka‟s food court because the community is unaware of it and automatically choose to have their lunch at other places such as KL Sentral

which is nearby to them and also the railway user. This research will focus on how to increase the number of the visitors to Sooka Sentral to enjoy the facilities provided to them especially the F&B facilities. This is because; the facilities provided with the F&B side have conquered most of the tenant space in Sooka Sentral.

1.2   Introduction of Product Awareness

Nowadays, a product, service or a brand name itself couldn't stand by its own. These three features couldn't be sold or attract the buyers in the market to buy their goods if they didn't create any product awareness to make the buyers aware of their goods. Especially towards goods that are purely new to the market where buyers never had any knowledge or information regarding those goods. The producers need to make the buyers aware of their products through several relevant methods.

Product awareness is important to make the buyers notice regarding the new breakthrough or incremental product offers by the producers. The types of awareness that the producers need to create is also different according to the types of goods that they offer. Breakthrough goods are the goods that are totally different where those goods couldn't be compared to any existing goods. This is because, the goods employ new technology, new design and functions, and also they create new markets. Therefore, they need to be well introduced to the buyers so the buyers will have a clear information and knowledge regarding the new breakthrough goods.

As for the incremental goods, the producers just need to introduce their goods without going too deep regarding the products' functions and its characteristics. This is because incremental goods are the continuation goods on the existing goods where buyers have a significant knowledge and understanding of how to use those goods. In other words, the incremental goods are the substitute goods of the goods which are already in the market.