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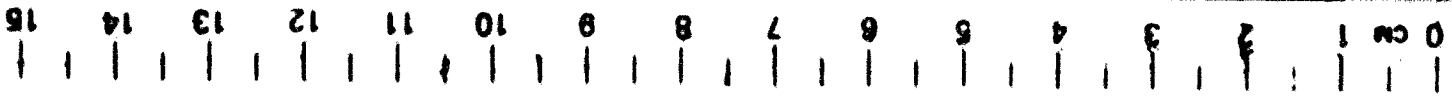
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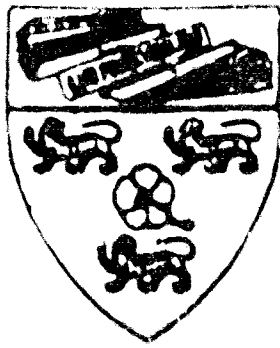
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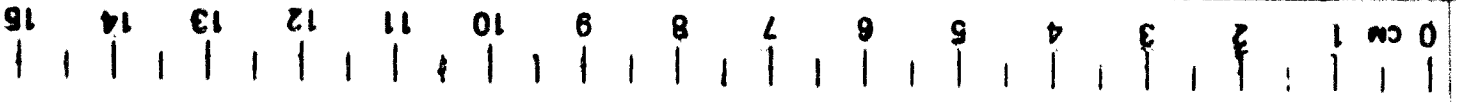


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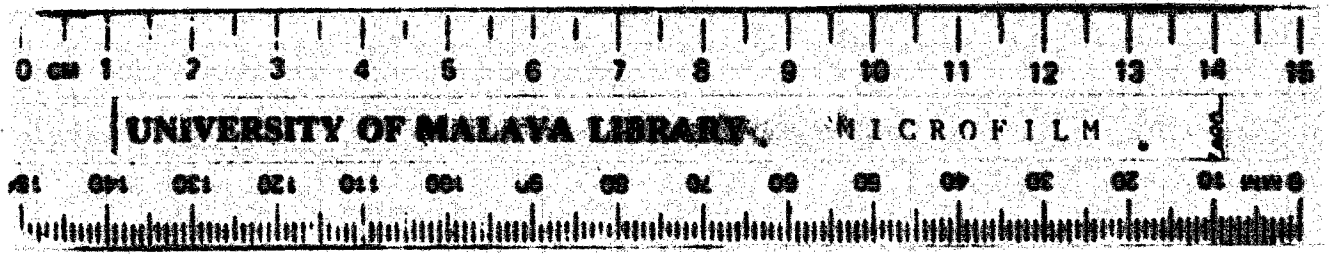


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PRESENTATION OF THE
INDUSTRIAL CITIES IN THE MALAYAN
PENINSULA

By

GERARD BOULEG



A GRADUATION EXERCISE PRESENTED TO THE UNIVERSITY OF MALAYA
IN PART FULFILLMENT TOWARDS THE DEGREE OF BACHELOR OF ARTS
WITH HONOURS IN ECONOMICS

Perpustakaan
rang-di bawa

0350

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Full responsibility for errors, either of commission or of omission, is of course my own.

SUMMARY

The exercise is an attempt to study and examine the promotional strategies undertaken by selected Companies catering for different types of goods. The main distinction being, between industrial and consumer goods. The companies examined and the types of goods involved are.

Consumer goods

Fraser and Neave (M) Ltd.	(Soft drinks)
Rothmans of Pall Mall (M) Ltd.	(Cigarettes)
Lever Brothers (M) Ltd.	(Household goods)
I.C.I. (M) Ltd.	(Paints)
Dunlops (M) Ltd.	(Automobil tyres for private use)
Shell (M) Ltd.	(Petrol for private consumption)

Industrial goods

Dunlops (M) Ltd.	(Tyres for Industrial use)
Shell (M) Ltd.	(Hydro Carbons and Petrol for Industrial consumption)

A general introduction to the necessity of the promotional job is provided at the end of Chapter I.

Chapter II examines the Malayan Advertising Environment and the problems encountered in the local commercial environment. This examination is imperative, for the understanding of the promotional strategies of the various companies. The problems faced in this environment to a great extent determine the nature of the strategies undertaken by the various Companies.

Chapter III is purely an examination of the different classes of goods. This chapter is theoretical and provides the background for the comparison of different strategies for different types of goods dealt with in chapters V, VI and VII. Chapter IV to some extent is a continuation of background information to the main theme of the exercise. But in this chapter further examinations into the market characteristics of the various companies and the goods involved is made.

Only in Chapter V do we enter into the main theme of the exercise. Here the promotional objectives of the different companies for the different classes of goods is examined.

The nature of the Promotional Budget and the determination of its size is an important step towards a good strategy. Chapter VI deals with the methods used for the determination of this budget, and examines the nature of the Promotional Budgets of the different companies.

The strategy, the factors affecting the choice of a certain strategy, and the nature of the Promotional blend are specifically examined in Chapter VII. Chapter VIII in fact is a continuation of Chapter VII, for good programming and scheduling of the promotional campaign contributes to the effective execution of the overall promotional strategy. But it is felt that scheduling as one of the most important areas in the promotional strategy should be dealt with separately.

Irrespective of the size of the firm, often the retention of an advertising agency is regarded as essential. The account executive or the 'contactman' of the advertising agency advises the various companies on the co-ordination of the advertising strategy. This co-ordination between the various companies and their agents is acknowledged.

but no detail examination is done on the activities of the advertising agents, as the main area of decision making and choice of strategy in promotion is done by the Company. Benson (M) Ltd., is the most popular advertising agent (5 companies in the exercise utilize the services of this agent).

