

STRATEGIC APPROACHES IN PROMOTING THE
CORPORATE BRANDING OF BANK MUAMALAT
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DECLARATION OF ORIGINAL WORK



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This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

This project paper is the result of my independent work and investigation, except where otherwise stated.

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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TABLES OF CONTENTS

	PAGE
DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	ix
ABSTRACT	x

CHAPTERS

1. INTRODUCTION

1.1	Background of Company	1
1.2	Background of Study	10
1.3	Problem Statement	12
1.4	Research Question	14
1.5	Research Objective	14
1.6	Significant of Study	15
1.7	Scope of Study	15
1.8	Time Frame	16
1.9	Limitation and Constraints	16
1.10	Definition of Term	18

2. LITERATURE REVIEW

2.1	Promotion	20
2.1.1	Definition of promotion	20
2.1.2	Advertising	21
2.1.3	Publicity	21

2.1.4	Personal Selling	22
2.1.5	Sales Promotion	22
2.1.6	Sales Promotion Effect	22
2.1.7	Promotional Goal and the AIDA Concept	23
2.2	Brand Image	25
2.2.1	Definition of Brand	25
2.2.2	Brand Equity	26
2.2.3	Brand Awareness	26
2.2.4	Brand Value	27
2.2.5	Brand image and Corporate image	27
2.3	Marketing Communication	28
2.4	Marketing Strategy	29
2.5	Theoretical Framework	30
3.	RESEARCH METHODOLOGY AND DESIGN	
3.0	Introduction	36
3.1	Data Collection Method	36
3.2	Population and Target Population	38
3.3	Sampling Frame	38
3.4	Sampling Methods	39
3.5	Survey Instruments	39
3.6	Field Work and Interview	40
4.	ANALYSIS AND INTERPRETATION OF DATA	
4.1	Summary Statistic	41
4.2	Frequency and Percentage of Characteristics of Respondents	43
4.3	Percentage of Respondents Response	48
4.4	Frequency and Percentage of Promotion Towards Bank	54

ABSTRACT

Bank Muamalat Malaysia Berhad, the second full-fledged Islamic bank to be established in Malaysia after Bank Islam Malaysia Berhad, is poised to play its role in providing Islamic banking products and services to Malaysians, irrespective of race or religious beliefs, thus contributing to the development of modern Malaysia.

It will clarify the extent to which Bank Muamalat current promotion are able to fulfill the consumers need. The research would be able to determine the promotional tools employed by Bank Muamalat whether the consumers aware about their brand name. Thus would enable existing strategies to be used in the future. It is because they have to create the best marketing mix strategies to provide the best for their consumers

Based on the problem statement, this research was conducted to achieve these objective, (1) To determine the public awareness towards the Bank Brand (2) To identify whether the consumer's satisfied with the bank name and the bank logo, (3)To identify whether the consumer's satisfy the current promotional strategies towards Bank Muamalat Brand.

This project paper consists of chapter. Chapter one is briefly discuss about the company background, problem statement and the objective of the study. Chapter two is Literature Review, where the topic and matters concerned is explain related to the study.

Chapter three is Research Methodology, where the method of analyze of the study. Statistical Package for sosial Science (SPSS) has been used to analyze the data in term of frequency and cross tabulation. Chapter four is findings and interpretation and chapter five is conclusion and recommendation.