STUDY ON THE IMPACT OF THE PROMOTIONS TOWARDS CUSTOMER ACCEPTANCE ON THE MAYBAN FINANCE HIRE PURCHASE.

A CASE STUDY ANALYSIS ON MFB MENTAKAB PAHANG

MIMI ZELIA MUSTAPA
2000230587

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY ON BUSINESS AND MANAGEMENT
UNIVERITY TECHNOLOGY MARA

MARCH 2002
LETTER OF TRANSMITTAL

Mimi Zelia Mustapa  
Bachelor In Business Administration (Hons) Marketing  
Faculty Of Business Management  
MARA University Of Technology  
Alor Gajah Campus, Malacca

March 30, 2002  
Encik Zaabah Bin Mohamad  
Lecturer Faculty Of Business And Management  
Mara University Of Technology  
Alor Gajah Campus Malacca

Marketing Internship (MKT 650) Project Paper

Enclosed herewith is my project paper entitled “The Impact Of The Promotions Towards Customer Acceptance On Mayban Finance Hire Purchase.”

With the submission of this project paper, I hope that it will satisfy the requirement and the purpose of Marketing Internship (MKT 650) subject.

Thank You.

Your truly,

..........................  
(Mimi Zelia Mustapa)  
200230587  
UITM Alor Gajah Campus, Malacca
# TABLE OF CONTENT

**LETTER OF TRANSMITTAL**  
**ACKNOWLEDGEMENT** I  
**TABLES OF CONTENTS** II  
**LIST OF TABLES AND FIGURES** IV  
**ABSTRACT** V  

## 1.0 INTRODUCTION

1.1 Overview Of Finance Company In Malaysia 1  
1.1.1 Background Of The Company 2  
1.1.2 Services Offered In Mayban Finance Berhad 4  
1.2 Problem Statement 6  
1.3 Objectives 8  
1.3.1 Research Questions 11  
1.3.2 Hypothesis 11  
1.4 Significant Of The Study 12  
1.5 Scope Of The Study 14  
1.6 Limitation Of The Study 16  
1.7 Definition Of Term 18  

## 2.0 LITERATURE REVIEW

2.1 An Overview Of The Finance In Malaysia 19  
2.2 History Of Mayban Finance Berhad 20  
2.3 Hire Purchase In Mayban Finance Berhad 21  
2.4 Promotion Mix 23
ABSTRACT

Finance companies were a phenomenon of the 1960's as limited companies engaged with many lending activities. Therefore Mayban Finance Berhad as one of Maybank Group subsidiaries leading the other finance companies as the largest bank – backed finance companies in Malaysia by providing quality finance services.

This researches focus on the impact of the Mayban Finance Hire Purchase promotions and advertisement towards the customer acceptance. Promotions involve the tools and the media used by Mayban Finance Mentakab in order to attract customer awareness as well as their acceptance. This involves pamphlet, posters, advertisement in newspapers, Internet and others promotional tools implemented by Mayban Finance.

This project paper consists of five chapters, which on its own provides an explanation to the topic being explored.

Chapter one consist of introductions about the company, services offered and promotions related to the services especially Hire Purchase.

Chapter two consists of literature review which explaining the topics in terms of marketing terms and theories.
Chapter three consists of research methodology. It explains about the research procedures, sampling techniques, data collections and data analysis had been used.

Chapter four contains the discussions on the findings and analysis of the study, which based on the hypothesis of the study.

Chapter five consists of the conclusions and recommendations from the researcher. Appendices and bibliography attached are relevant references, list of journal and book, and related graphs and chart.