



**THE PROMOTION ACTIVITIES BY CIMB  
WEALTH ADVISOR FOR 3G ELI PRODUCTS**

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**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**APRIL 2009**

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Submitted in Partial Fulfillment of the Requirement for the  
Bachelor of Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA,  
KAMPUS BANDARAYA MELAKA

APRIL 2009

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
BANDAR MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, AIMAN ARIFF BIN ABDUL MAJID, I/C Number: 850714-03-5055

Hereby, declare that,

- 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.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

24 April 2009

The Head of Program,  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Melaka City Campus  
Off Jalan Hang Tuah  
75000 Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT 662)**

Attached is the project paper title “**THE PROMOTION ACTIVITIES BY CIMB WEALTH ADVISOR FOR 3G ELI PRODUCTS** ” to fulfill the requirement as needed by the faculty of Business Management, MARA University of Technology.

Lastly, I would like to express my gratitude for the effort and guidance that you have rendered for the completion of this project paper.

Thank you

Yours sincerely

AIMAN ARIFF BIN ABDUL MAJID  
2006129707  
Bachelor of Business Administration (Hons) Marketing

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 CHAPTER DESCRIPTION**

In this chapter, it introduces the background of the company, the issues that are related with the study, the objectives, the scope, the limitation and the significance of the study.

#### **1.2 BACKGROUND OF COMPANY**

CIMB Wealth Advisors was incorporated in 1990 and has since then grown into one of the largest retail distribution arms in the financial services industry with a dynamic sales force over 5500 FMUTM registered consultants and financial planners.

CIMB Wealth Advisors offers investment and financial planning advisory services through the distribution of best of breed mutual funds and other innovative products across asset classes from reputable fund houses. We create value for customers through our work value of “forward thinking”. We do this by being able to anticipate customer investment needs with the best selection of innovative products and professional advice. Our philosophy is to create value for our customers; to enable our people to be true professional advisors; and to have integrity to speak and act honestly and sincerely to allow our customers to entrust their business to us.