



**A CASE STUDY ON THE FACTOR OF  
MARKETING EFFECTIVENESS  
AT  
AMANAH RAYA BERHAD MALAYSIA**

**MODE A**

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**“DECLARATION OF ORIGINAL WORK”**

**I, AMMAR AMIERUL BIN ZAHBA,**

**(I/C: 860516-05-5249)**

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 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

DATE: OCTOBER 2009

The Head of Program  
Bachelor of Business Administration  
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Faculty of Business Management  
Universiti Teknologi Mara  
No.110, Off Jalan Hang Tuah  
75200 Melaka

Dear Madam,

### **SUBMISSION OF FINAL REPORT**

Attached is the final report titled “ **A CASE STUDY ON THE FACTOR OF MARKETING EFFECTIVENESS AT AMANAH RAYA BERHAD MALAYSIA**” to fulfill the requirement as needed by Faculty of Business Management Universiti Teknologi Mara.

Thank You.

Your Sincerely,

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AMMAR AMIERUL BIN ZAHBA  
2007137511  
Bachelor of Business Administration (HONS) International Business

## LETTER OF TRANSMITTAL

Ammar Amierul Bin Zahba  
Bachelor of Business Administration  
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Encik Helmy Fadlisham Bin Abu Hassan  
Lecturer/Advisor  
Faculty of Business Management  
Universiti Teknologi Mara  
No.110, Off Jalan Hang Tuah  
75200 Melaka

Dear Madam,

### **SUBMISSION OF FINAL REPORT**

Enclosed herewith is a thesis entitled “ **A CASE STUDY ON THE FACTOR OF MARKETING EFFECTIVENESS AT AMANAH RAYA BERHAD MALAYSIA**”. I hope this thesis will meet requirement and expectation from you and the faculty. I thank you very much for all the guidance and support you have generously rendered upon the completion of the thesis.

THANK YOU VERY MUCH FOR YOUR TIME AND CONSIDERATION.

Your Sincerely,

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AMMAR AMIERUL BIN ZAHBA  
2007137511  
Bachelor of Business Administration (HONS) International Business

## **ABSTRACT**

Amanah Raya Berhad or ARB are known as Malaysia's premier trustee organization. This organization have served towards our Malaysian people for over 80 years since its establishment as the Department of Public Trustees and Official Administrators on 1 May 1921 and play their role as the market leader in providing trust, legacy management and also Will- services.

The objective of this case study is to determine the marketing effectiveness done by ARB. Furthermore, this study is to identify the effectiveness of marketing plan apply by ARB. Beside that, this case study may also determine the appropriate advertising strategy for ARB. Lastly, this study will also identify the 7C's of marketing web sites and the importance of innovation on internet marketing.

From the observation and research done before, Malaysian people still do not aware about the importance of ARB or even they know about this organization, they have a strong stereotype range of vision. Most of the consumer said that ARB only functionally as the administrators and executor for deceased estate even though in the real situation ARB functions are beyond than that.

As the conclusion, ARB needs to develop or advances their marketing plan by create something creative strategy implementation on it. Moreover, ARB's should focus on the strong advertising campaign by using the strong media channel. This is important because by exercise the right strategy campaign ARB will gain more advantages in terms of customer attention and awareness. Last but not least, ARB's should use the power of the internet nowadays by realize the importance of 7C's thought by the theory.