



**THE EFFECTIVENESS OF PUNB'S PROSPER
SCHEME TOWARDS BUMIPUTERA
ENTREPRENEUR; A STUDY ON CUSTOMER
SATISFACTION**

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DECLARATION OF ORIGINAL WORK



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I, Syameela binti Annuar, (I/C Number:)

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.

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ABSTRACT

This research was conducted for the purposed of “The effectiveness of PUNB’s PROSPER Scheme towards Bumiputera Entrepreneur; A Study on Customer Satisfaction”. The main objective of this research was to identify whether the levels of service given by PUNB’s PROSPER Scheme was in accordance with customer expectation and the strategies adopted by PUNB’s PROSPER Scheme conform to the determinants of customer satisfaction.

The respondent of this study was Bumiputera entrepreneur in Malaysia who were involve in PROSPER Scheme. 214 questionnaires had been distributed to those entrepreneur who involve in the PROSPER Scheme. The researcher had used stratified simple random sampling as the sampling technique.

The conclusion of this study was the outcome from the survey analysis and findings. Through the research, it shows that majority of Bumiputera entrepreneur who involved in the PROSPER Scheme found that the scheme were effective since objective of this study have been met.

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