

**CONSUMERS AWARENESS ON  
AL-FALAH EDUCATION FINANCING: A CASE  
STUDY IN BANK RAKYAT MUAR BRANCH,  
JOHOR**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
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## **LETTER OF TRANSMITTAL**

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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "*CONSUMER AWARENESS ON AL-FALAH EDUCATION FINANCING: A CASE STUDY IN BANK RAKYAT MUAR BRANCH, JOHOR*" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours Sincerely,

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## **ABSTRACT**

The objective of this study is to examine consumers' awareness on Al-Falah Education Financing schemes offered by Bank Rakyat. This research presents a comparison study between two aspects: awareness strategy provided by Bank Rakyat and the best communication tools to create awareness among consumers on the Al-Falah Education Financing. This study was providing the readers about the research done at Bank Rakyat Muar branch, Johor. In order to analyze the consumers' awareness on Al-Falah Education Financing scheme, a set of questionnaire was being distributed to 50 respondents who are the customers of the Bank Rakyat. The sampling design is non-probability sampling and the convenience sampling techniques was been chosen. The researcher found that consumers unaware and lacking of information about Al-Falah Education Financing scheme. Advertising is the best communication tools that respondent's choosed to create consumers awareness on Al-Falah Education Financing schemes. Findings from this research perhaps can be guidelines to the company in their effort to improvement their performance in future.

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