

**BIMB'S NON INTEREST SAVINGS SCHEME:
“MARKETING STRATEGIES TO ENHANCE PUBLIC
AWARENESS AND COMMITMENT”**

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ABSTRACT

Conventional banking has existed in Malaysia long before the idea of Islamic Banking conceived here. It is a major challenge to the success of Islamic Banking. It competes against a long established financial system which can operate relatively smoothly and successfully in Malaysia and which continues to do so with ease and increased sophistication. Since the establishment of Bank Islam, as a pioneer in providing a full fledged Islamic Banking, Bank Islam did not escape from facing this challenge. Whereby Bank Islam needed to change public perceptions, especially non-Muslims that the Islamic financial services are not for Muslims only.

Researcher in this thesis examined the existing marketing strategies of Bank Islam. It is noted that certain apparent weaknesses exist. It is further observed that public awareness are reasonable, however commitments are still questionable. Therefore Bank Islam need to look into its present marketing strategies in order to be more competitive in the market and more skillful in marketing its services.

In the final chapter of this research, numerous conclusion and recommendation are made from the results of the research findings. Researcher believes that these information would be of great value to Bank Islam in its effort to enhance further the public awareness and commitments towards Bank Islam savings account.

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