

MARKETING STRATEGIES TO ACHIEVE *TH*
(LEMBAGA TABUNG HAJI) DAERAH REMBAU
SAVINGS COLLECTION ANNUAL TARGET

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DECLARATION OF ORIGINAL WORK



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I, Norlizam Bin Nordin, (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.

Signature:

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ACKNOWLEDGEMENT

السلام عليكم ورحمة الله وبركاته

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ABSTRACT

According to the working paper that was presented at the *TH* Branch Offices South Zone Level Management Conference on 24th and 25th June 2006 at City Bayview Hotel, Malacca, savings collection annual target achievement will be considered as one of the criteria to evaluate *TH* branch office performance in the year 2006. If we refer to the branch's history, from the year 2002 until the year 2005 *TH* Daerah Rembau **saving collection did not meet their annual target.**

Therefore, this research will try to identify what are the best marketing strategies in order to help *TH* Daerah Rembau to achieve their savings collection annual target. In addition, this research is designed to obtain feedback from the depositors why they do not increase their monthly savings at *TH*.

This research consists of 5 chapters. Chapter 1 explains the background and introduction of the research, while Chapter 2 explores literatures related to the studies subject and its theoretical framework which guide the research. Chapter 3 discusses the research methodology and sampling techniques. The result and interpretation of the data is discussed in Chapter 4. Finally the conclusion and recommendation made by the researcher is summarized in Chapter 5.

Based on the findings, most of the depositors do not increase their savings at *TH* Daerah Rembau because one, they are not satisfied with the **dividend payout**, two, less **promotion** to encourage them to increase their savings, and lastly no or less encouragement from *TH* staff to increase their monthly saving.

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