



TABUNG BAITULMAL SARAWAK KOTA SAMARAHAN BRANCH
A STUDY ON CUSTOMER AWARENESS OF SERVICES OFFERED BY
TABUNG BAITULMAL KOTA SAMARAHAN

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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 degree.
- 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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Date: 1st OCTOBER 2009

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EXECUTIVE SUMMARY

This paper draws on customer awareness on the services offered. It is focusing on the Tabung Baitulmal Sarawak (TBS) Kota Samarahan branch. As we know, that Tabung Baitulmal Sarawak, Kota Samarahan as representative of Majlis Islam Sarawak to collect and distribute the Zakat fund. Regarding with this Tabung Baitulmal Sarawak, vision is to be a dynamic Islamic organization and defense to mankind especially Sarawak Muslim community. In order to know neither customer aware nor unaware on services offered by TBS Kota Samarahan, this study are purposely done to determine to what extend Muslim customer awareness about TBS Kota Samarahan services' and also to recommend appropriate approach or strategy to create awareness among Muslim customer of services offered by TBS Kota Samarahan. The services that offered by TBS Kota Samarahan, consists of charity programme, Zakat, and Social Programme. Thus, how TBS Kota Samarahan create awareness toward Muslim customer about their services and also to exposure their function of Tabung Baitulmal Sarawak, Kota Samarahan branch toward Muslim community.

INTRODUCTION