



**NEW PRODUCT 'INSANI' LOW IN MARKET
BY AGRO BANK
BRANCH DUNGUN**

**NOR SYUHaida BINTI MAT ZAKI
2006152759**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

NOVEMBER 2008

ACKNOWLEDGEMENT

First of all, Allhamdulillah, thank to Almighty Allah, who gave me the strength and patience to do this research. Without His permission, I can't finish this task.

A very special note of appreciation goes to Madam Nor Azizah binti Mohammad Amin, lecturer in Faculty of Business Administration. As my advisor, she has provided a wealth of information and guidelines that made this research possible. Also thank you to Madam Nora binti Md Salleh in helping to edit the grammar and Madam Nooraza binti Tukiran as second advisor for her willingness to help to ensure that I can do the best for this research.

My appreciation also goes to all staff at Agro Bank Malaysia Berhad Dungun Branch for their support and help. Without their cooperation, it is hard for me to get information and data that I need to complete this research.

Lastly, I am deeply thankful to my beloved parents and friends that really understand me. With of their consistent prayers, encouragement and support, I became strong to face all challenges during the research process.

Nor Syuhaida Binti Mat Zaki
BBA (Hons.) Marketing
MARA University of Technology
Malacca Branch
City Campus

TABLE OF CONTENTS**PAGE**

ACKNOWLEDGMENT

iv

TABLE OF CONTENTS

LIST OF TABLE

v

ABSTRACT

vi

No	Content	Pages
Chapter 1	Introduction	
	1.0 Introduction	1
	1.1: Background of the Company	1-4
	1.2: Scope and Coverage	5
	1.3: Definition and Term	5
	1.4: Time Frame	8
	1.5: The issues	9
	1.6: Objectives	11
Chapter 2	Literature Review	12
	2.1 Marketing Strategy	12-13
	2.2 Product	13-15
	2.3 Price	15
	2.4 Place	16
	2.5 Promotion	16

ABSTRACT

Agro Bank is one of the leading financial institutions in Malaysia. insani is one of the products for education available at Agro Bank to support students to further their studies in local or overseas institutions of higher learning. The main reason of this research is to examine why this product has a low demand after four months existing in the market. Based on the matter, this research has been conducted for the evaluating purpose to evaluate the performance of Insani in terms of marketing strategy. This organization should emphasize marketing strategy to ensure that the objectives are achieved and thus reflect Agro Bank as an established organization. The selected company for this study is Agro Bank Malaysia Berhad because it is one of the banks in Malaysia well-known in the agricultural sector. This study focuses the new product "Insani" which has existed in the market.

For the purpose of conducting this study, descriptive research was used. All the data collected are taken from primary and secondary data. The primary data are collected by interviewing staffs at Agro Bank and as well as distributing questionnaires. Besides that, the secondary data are collected from the intranet (Agro Bank website), internet, manual of Insani and media printed (newspapers and magazines). Based on the findings analysis, it is able to identify the important factors influencing the demand of Insani. Hopefully, from the findings of this research, it can give advantages to the company and the demand of Insani.

CHAPTER 1

INTRODUCTION

1.0 Introduction

Since Agro Bank corporatization on the 1st of April 2008, a lot has happened, giving us a new experience. The changes propagated, particularly the change in entity should encourage and made us braver to move along with the commercial banks. Changes are necessary for us to compete effectively with them and it is our responsibility to change and propagate them. We need to change to shoulder the heavier challenges of today, tomorrow and as long as we are in Agro Bank.

1.1 Background of the Company

Agro Bank was established in 1969 under the Act of the Parliament of Malaysia No.9/69 on September 1 1969 as "A development finance institution directly involved in financing the agriculture sector." It commenced operations on Jan 1st, 1970. The corporatization will enable the bank to offer competitive and comprehensive financial products and venture into new business activities which the bank is currently unable to undertake due to the limitation of the current BPM act. Among the new products and activities will be agriculture, life and general insurance, credit card service, credit guarantee, investment, capital market, internet banking and current account. On 8 April 2008, Bank Pertanian Malaysia changes its new name to Agro Bank.