



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

**UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA BHARU, KELANTAN**

**THE PUBLIC ACCEPTANCE TOWARDS THE NEW FINANCIAL
PRODUCT ON THE KOPERASI RAKYAT KELANTAN BERHAD
(KRKB)**

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CHAPTER 1

INTRODUCTION

1.0 CHAPTER OVERVIEW

Understanding about the financial product that gives to us the benefit and also gives the good return to all the customers from the Koperasi Rakyat Kelantan Berhad (KRKB). There are many opportunities to all customers to get the knowledge about this financial product.

The topic that researcher will be discuss in this research paper is The Public acceptance towards the new financial product of the Koperasi Rakyat Kelantan Berhad (KRKB). This research paper is starts with introduction. For introduction, it includes background of the study, statement of problem, objectives of study, research question, and scope of study, theoretical framework, research hypothesis, and limitations of study, significance of study and definition of terms.

Next chapter is about literature review that discuss of each dependent and independent variables. Chapter three in this report consists of methodologies that discuss about the research methods that used for this study. For the chapter four, it discuss about the findings that found from the data collected. Last chapter, it discuss about conclusion and some recommendations from researcher.

1.1 BACKGROUND OF THE STUDY

This term paper provides a discussion on a study which aims at identifying the public acceptance on the Koperasi Rakyat Kelantan Berhad (KRKB) product and also their marketing strategies. This study intends to give everybody know about the product provided by Koperasi Rakyat Kelantan Berhad.

This study which contains of five chapters begins by stating the objectives of the study. In this chapter, it touches on the public acceptance on Koperasi Rakyat Kelantan (KRKB) financial product. Chapter two will discuss the financial product and actual objectives and its related function.

Chapter three is deals with the methodology adopted in carrying out the study. This methodology encompasses the duration and design of the study, the sample, the instrument, procedures and method of data collection used 100 respondents from various government sectors, individuals and private sectors are involved in this study.

Some respondents who are from different sexes, races, and employment background have to give their responses in the questionnaires that are the main source of data collection for this study. Chapter four reveals the findings of study. Finally, in chapter five, practical suggestions are given as the public acceptance on the Koperasi Rakyat Kelantan (KRKB) financial product.

This study was carried out from Koperasi Rakyat Kelantan Berhad. It was established on 21 January 2011. Now, this cooperative become well establish and well known when this Koperasi Rakyat Kelantan Berhad (KRKB) can achieve goals and its important to identify the public acceptance on the Koperasi Rakyat Kelantan Berhad (KRKB) financial product to get more than target. So, all of their worker have to work hard to promote their financial product and make effective on marketing strategies.

1.2 BACKGROUND OF THE COMPANY

Koperasi Rakyat Kelantan Berhad (KRKB) was established on 21 January 2011 and has the approval from Suruhanjaya Koperasi Malaysia (SKM) on 4th May 2011 to hold joint venture and Ar-Rahn Franchise with Permodalan Kelantan Berhad (PKB) and Koperasi Rakyat Kelantan Berhad (KRKB). Koperasi Rakyat Kelantan Berhad (KRKB) operating at PT448, Tingkat 2, Jalan Kuala Krai, Batu 3, Wakaf Che Yeh, 15150 Kota Bharu, Kelantan. The key of establishment goal in the Koperasi Rakyat Kelantan Berhad (KRKB) is to generate economic people through their involvement in the business of the Ar-Rahn (pawn). The main activity in the Koperasi Rakyat Kelantan Berhad (KRKB) is the Ar-Rahn business through joint venture and franchise that operated by Permodalan Kelantan Berhad (PKB). With experience in fields Islamic law charge for 20 years, now Ar-Rahn have 25 branches nationwide and franchise in Kota Kinabalu, Sabah.

The chairman in the Koperasi Rakyat Kelantan Berhad is Mohd Sabri bin Abdullah. Now his position as Chief Executives of Perbadanan Kemajuan Iktisad Negeri Kelantan (PKINK/SEDC). Before that, he works at Permodalan Kelantan Berhad (PKB) as Senior Manager. The deputy chairman is Wan Yahya bin Wan Saleh. Now he manages itself successfully business. Meanwhile, the secretary is Ir. Mohd Ahmaddy Bin Nawi and the treasurer in this Koperasi is Abdul Aziz Bin Mohd Zin. Now, in this Koperasi Rakyat Kelantan Berhad (KRKB) have 2 staff only. There are Mimi Suziana Bt Mohd Azmi as investment manager and Nur Fadzlina Bt Shuhaimi as executives accountant.

The vision in the Koperasi Rakyat Kelantan Berhad (KRKB) is “Koperasi become popular through business Ar-Rahn”. The mission of the KRKB is to expand the business of Ar-Rahn to the nationwide and to globally. There are objectives in the establishment of Koperasi Rakyat Kelantan Berhad (KRKB). The first objective is encouraging citizens’ to participation in Ar-Rahn business in order to increase socio-economic status. The second objective is educate society invest and coffer with wise and well mannered for future. The last objective is to expand business through network ownership of Ar-Rahn that is comprehensive.