

**MAXIMA CARD :
IS IT ADVANTAGEOUS
TO
THE NEW STRAITS TIMES PRESS (M) BERHAD AND
ITS CARDMEMBERS ?**

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TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	ii
CHAPTER 1	
Introduction	1
Objective of the Study	5
Methodology	6
Limitation of the Study	7
CHAPTER 2	
Literature Review	9
CHAPTER 3	
Collection of Data	12
CHAPTER 4	
Findings	
4.1. The News Straits Times Press (M) Berhad	
4.1.1. Advantages	18
4.1.2. Problems	25
4.2. The MAXIMA Merchants	
4.2.1. Advantages	32
4.3. The New Straits Times Vendors	
4.3.1. Advantages	36
4.4. The MAXIMA Cardmembers	
4.4.1. Advantages	38
4.4.2. Disadvantages	40
CHAPTER 5	
Conclusion and Recommendation	42
APPENDICES	

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ABSTRACT

This project paper deals with the MAXIMA Card, a discount card which is issued by the New Straits Times Press (Malaysia) Berhad. The card is meant for the readers of the New Straits Times and the New Sunday Times and it is advertised as a card which offers great advantages to the cardmembers.

The MAXIMA Card has its objectives and this project paper sets out to tell about the achievement of the objectives. It will start from the introduction on the MAXIMA Card and as we go along, we will find more about the said to be advantageous card.

INTRODUCTION

We know that people once practised Barter System to satisfy their needs. They change their needs with the other people's needs. For example, a person who needed rice and at the same time had a shirt he was willing to give up must look for another person who was in need of a shirt and wished to give up his rice. Therefore, obviously one's need could only be satisfied when he could fulfill the other one's need and this is called "double coincidence".

There were so many problems arose from the Barter System that made people tried to find another way of fulfilling their needs and they finally came out with the idea of giving values on things and this was when money started to take its place. Since then, money plays an important role in economy and from time to time it has been improved based on the convenience of the users.

Due to high technologies, people tend to acquire a lot of changes in their lives especially in their financial system. From the Barter System they moved to money and now to cards. We should realize that most of the people nowadays do no longer carry a big sum of money in their pockets but instead replace it with cards. Many financial bodies have therefore introduced the use of cards which