

UNIVERSITI TEKNOLOGI MARA

REDESIGN MBSB AS FINANCIAL INTITUTION CAN
HELP THE ECONOMIC DEVELOPMENT

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Thank you.

ABSTRACT

These researches are firstly reviews the problem on the identity of MBSB. It is also provide study on financial institution. Then the researcher presents a step by step on how to design an effective graphic identity with the key factor that can help our economic development. People now are pursuit on luxury and comfortable. The researcher implements the identity image approach on the element and concept, this leads to a new idea and look. The researcher are aim to help to improvise identity of MBSB. The results of this research showed that identity, the data are organize and well constructed. In addition, the results showed that good corporate image can lead to good development of our country economy.

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CHAPTER 1

BACKGROUND RESEARCH

1.1 Introduction

Most of private or government companies nowadays were trying to enhance their identity image to boost their income and appearance. Financial company such as MBSB (Malaysia Building Society Berhad) is part of financial company that helps development of our country especially on sector economy. The image of this company is important for our country to develop, responsible to facilitate the flow of money through economy. Literately, an upgrading image of this company will help others more trust the financial company. Financial institutions were also responsible for transferring funds to companies from investors.

In this practical introduction to understanding improving corporate identity can help boost the company by improving the logo, concept, apply the appropriate element of design on the company element. Throughout the process of this research, understanding of the important of identity of company will be exposing. This research would give an idea to designers and also new companies to develop a good identity and image in the future. The researcher is providing useful approach that helps the client more trust to the financial provider and ease of use.

Therefore, research on financial company and target audience for the financial company are necessary, in hope of identifying factors that influence the increase in maintaining the company. That could help to realize our country vision to be a world class country.