A STUDY ON CUSTOMERS AWARENESS TOWARD SAVE-AS-YOU-EARN SCHEME OFFERED BY BANK SIMPANAN NASIONAL

ZAHARUDDIN ZAINUDIN
96066979

BBA (HONS) MARKETING
SCHOOL OF BUSINESS & MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

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ZAHARUDDIN ZAINUDIN
96066979
BBA (Hons) Marketing
Universiti Teknologi Mara
Lendu, Alor Gajah, Melaka
OCTOBER 1999

ABSTRACT

This research was carried out to find out the customers awareness toward SEDAR for Bank Simpanan Nasional (BSN), where by it will help the bank in their marketing activities for the scheme.

The finding showed that BSN has fail to create their customers awareness on the major benefit of SEDAR scheme..

Due to the fact, the researcher hopes that the finding and recommendation will represent the effectiveness of BSN to create the awareness and increase the numbers of depositors in SEDAR.

As a fully guaranteed by the government and the only saving bank in Malaysia, BSN can make this scheme one of the main product for saving campaign to the Malaysian with a proper marketing activities to create the awareness about the existing SEDAR.

TABLE OF CONTENT