



A CASE STUDY ON SAVINGS ACCOUNT-i SYABAB
(TEENAGER) IN BANK RAKYAT

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UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA

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Submitted in Partial Fulfillment
of the Requirement for the
BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT
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NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Faza Nurul Ain Mohd Zainol, (I/C Number: 851231-14-5684)

Hereby declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This paper is a result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 6th November 2009



LETTER OF SUBMISSION

6th November 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
75300 Off Jalan Hang Tuah
MELAKA

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT)

Attached is the project paper titled “**A CASE STUDY ON SAVINGS ACCOUNT-i SYABAB (TEENAGER) IN BANK RAKYAT**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

FAZA NURUL AIN MOHD ZAINOL
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ABSTRACT

The electronic banking, since its commercialization, has expanded with tremendous rapidly. This development has been still further assisted by the creation of the World Wide Web, which has caught the imagination of users around the world. Savings account one of the elements electronic banking that offer to customer to spend or withdraw their money from ATM machine. There has variety type of savings account that customer can choose.

The purpose of this study about savings account-i Syabab that offer by Bank Rakyat for teenager and will be focuses on Jalan Tangsi branch. The scope of study focuses on Jalan Tangsi branch only and used secondary data as reference. It also uses observation and in-depth interview. The main objective of this study, to know the strategy that Bank Rakyat applied in order to attract the customer and determine the action plan that can be used to promote this account. It shows the long term and short term plan that Bank Rakyat used in order to attract their focus group.

The findings show the strategy that Bank Rakyat applied in order to increase the number of account holders. It shows the changing of strategy that can give benefit to teenager and also to bank itself. The conclusion of this study was the outcome from the findings and recommendation for alternative solution in order to increase the account holder of savings account-i Syabab.