



PROJECT REPORT

**“A STUDY ON THE EFFECTIVENESS OF MARKETING MIX TOWARDS
CUSTOMER SATISFACTION AT AGRO BANK BAHAU”**

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Miss,

SUBMISSION OF PROJECT REPORT

With reference to the above matter, I hereby enclose the final proposal paper entitled “**A STUDY ON THE EFFECTIVENESS OF MARKETING MIX TOWARDS CUSTOMER SATISFACTION AT AGROBANK BAHAU,**” for your kind check.

I hope this report will fulfill requirement of the course and hopefully, you will check this report.

Your kindness to accept report is very much appreciated.

Thank You

Yours Sincerely,

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ABSTRACT

This study is focus on marketing mix at Agro Bank Bahau. Many marketers define marketing as *“putting the right product in the right place at the right place, at the right time”*. This is related to the marketing mix that is including product, price, place and promotion. These 4P does will help an organization or any financial institutions to bring their product and services to the market. Customer satisfaction also is important for an organization to keep customers and enhance customers’ retention. The primary and secondary data has been use for this study.

Apart from that, this study conducted focusing on the **“The Effectiveness of Marketing Mix towards customer satisfaction at Agrobank Bahau”**. The main objectives of this study are (1) To determine the level of the effective marketing mix towards customer satisfaction at Agro Bank Bahau; (2) To identify the factors that contribute to the effective customer satisfaction at Agro Bank Bahau; (3) To analyze and identify alternatives that can be used to improve the effective marketing mix in order to achieve customer satisfaction at Agro Bank Bahau.

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