



**THE EFFECTIVENESS OF CORPORATIZATION
FROM BANK PERTANIAN MALAYSIA TO
AGROBANK**

NURAIN IZYANI KAHPI

2008301977

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Nurain Izyani Binti Kahpi, (I/C NUMBER: 870623-10-5116)

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 other degrees.
- This project paper is the 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: _____

LETTER OF SUBMISSION

8th November 2010

The Head of Program,
Bachelor of Business Administration (HONS) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
Off Jalan Hang Tuah,
75300, Melaka.

Dear sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “THE EFFECTIVENESS OF CORPORATIZATION FROM BANK PERTANIAN MALAYSIA TO AGROBANK” to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you

Yours sincerely,

.....
NURAIN IZYANI BINTI KAHPI

2008301977

Bachelor of Business Administration (Hons) Marketing

A study on “The Effectiveness of Corporatization From Bank Pertanian Malaysia to Agrobank”

Nurain Izyani Binti Kahpi (2008301977)
Puan Zaliha Binti Hashim

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING,
FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA,
KAMPUS BANDARAYA MELAKA

Abstract

This study focuses on “The effectiveness of corporatization from Bank Pertanian Malaysia to Agrobank” and the objective is to determine the level of effectiveness of Agrobank Corporatization, to identify factors influence the effectiveness of Agrobank corporatization and to provide suggestion to recommend to increase the effectiveness of Agrobank corporatization. The development of corporatization in Malaysia is a new scenario to the Government Company and also public sector that rebrand their company into the new face such as company policy, logo, product and services and also their goals and objective. For Agrobank corporatization, there are four factors that contributing to their corporatization effectiveness, which are staff attitude, technology and system, marketing strategies and customer service.

In getting the data information needed, the primary data was obtained from the survey method. It was more on quantitative research, where survey instrument in which questionnaire have been used in this study. It involved a structured questionnaire given to the respondents to elicit the information. The sample for this study was the customer of Agrobank Sekinchan branch and 60 sets of questionnaire have been distributed personally to the respondents. Overall, this study has come up with a new research model through the relevant of the previous study.

Keywords: Corporatization Effectiveness
Paper Type: Case Study

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