



THE EFFECTIVENESS OF RHB BANK PROMOTION
MIX

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LETTER OF SUBMISSION

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE EFFECTIVENESS OF RHB BANK PROMOTION MIX” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours Sincerely

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“DECLARATION OF ORIGINAL WORK”

I, Nurul Hidayah Binti Hasbullah (I/C NUMBER: 870627145078)

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 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: _____

Abstract

Nowadays, in the real business world companies start realizing the significant importance of marketing promotion mix especially banking sector in order to deliver the message to their customers effectively. Marketing promotion mix can influence company's performance especially for retail based company since it involves customers perception. However not all companies practice the same marketing promotion mix which some of them have may use different tools to communicate with their customers.

Marketing promotion mix is really important to banking sector as we can see now, banks grow like mushrooms and to stay competitive and be selected by customers they need to use marketing promotion mix as a medium to communicate with their customers regarding products and services that they offer to customers. This is because people nowadays realize the importance of bank as a safe place to keep their cash or valuable assets.

Most of the banks offer same products and services which the main service is to secure their customers cash or valuable asset and at the same time they can make a profit. Thus, customers tend to be very selective since it involves their valuable assets and money and only loyal customers will remain and use the same bank. Thus, to retain this kind of customers as well as to attract new customers, they offer new promotion or re-launch the existing promotion to the customers.

Therefore, the usage of the promotion mix is really important in order to communicate with the customers and make them aware of the promotions. To be successful in the market, banks need to be smart enough to attract and retain their customers by offering new promotion or re-launch the existing promotion by adding some benefits to the customers.

Thus, in order to tell customers that new promotion will be launch soon, marketing promotion mix is much needed. To prove the communication is success, we can see through customer's awareness towards the advertisements itself. If the promotion or campaign is success, thus the communication done by the company or bank also success!