



UNIVERSITY OF TECHNOLOGY MARA
UiTM BANDARAYA MELAKA

**"BANK RAKYAT: THE PUBLIC PERCEPTIONS ON ITS FINANCIAL
PRODUCTS AND MARKETING STRATEGIES"**

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LETTER OF TRANSMITTAL

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OCTOBER 2010

**The Project Advisor
Associate Professor Tuan Haji Jamaludin Bujang
Faculty of Business Management
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Dear Sir,

RE: SUBMISSION OF PROJECT PAPER

With reference to the above matter, I hereby enclose the final Project Paper with entitled "**Bank Rakyat : The Public Perception On Its Financial Products and Marketing Strategies**" for your kind perusal. I hope that the project paper will fulfill requirement of the course.

Thank You

Yours Sincerely

**Reeni Zuraini Binti Abdul Ghani
2008355727**

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ABSTRACT

This exploratory research was carried out on Bank Rakyat Rawang Branch with the aim to change the public perception about financial products provided by Bank Rakyat and effectiveness of marketing strategies in Bank Rakyat. This study was based on simple random sampling method based on Bank Rakyat customers and the data was collected after they are answers the entire question required.

This study also implemented on 50 respondents from various governments department, individuals and also private sectors. Questionnaires were distributed and the data gathered was analyzed to derive possible findings of the study. It is hoped that the findings of the study will highlight the knowledgeable of public about financial products and the level of marketing strategies provided by Bank Rakyat. This research also included some recommendations that related to the study which is can change public perception about financial products and make marketing strategies more effective.

Recommendations and suggestions on how to improve the marketing strategies in Bank Rakyat and perception of publics about financial products have been identified. Furthermore, implications for future research are also being discussed for achieving further contribution in fields banking institutions.