

TITTLE

THE EFFECTIVE MARKETING STRATEGY  
IN CAPTURING 40% OF THE TEENAGERS  
POPULATION FOR THE YEAR 1994.

-YOUTH ACCOUNT-

NAME

RAMNI BINTI HARUN

SCHOOL OF BUSINESS AND MANAGEMENT  
ADVANCE DIPLOMA IN BUSINESS

- MARKETING-

DATE

5 th. NOVEMBER 1993.

## TABLE OF CONTENT

ACKNOWLEDGEMENT.....	i
TABLE OF CONTENTS.....	ii
CHAPTER I - INTRODUCTION	
I.1. Background.....	I
I.2. Objectives.....	I
I.3. Assumptions.....	2
I.4. Importances.....	3
I.5. Scope Of Study.....	4
I.6. Limitations.....	4
I.7. Definations Of Term.....	4
CHAPTER 2 - OVERVIEW OF PNB.	
2.1. History.....	IO
2.2. Amanah Saham Nasional.....	II
2.3. Amanah Saham Bumiputera.....	II
2.4. Empricial Studies.....	20
CHAPTER 3 - METHODOLOGY	
3.1. Introduction.....	21
3.2. Data Collection Techniques.....	21
3.3. Sampling Techniques.....	21
3.4. Questaionnaires Design.....	23
3.5. Pilot Test.....	23
CHAPTER 4 - DATA ANALYSIS	
4.1. Awareness.....	24
4.2. Participations.....	24
4.3. Reasons.....	24
4.4. Occupations.....	25
4.5. Income.....	25
4.6. Savings.....	25
4.7. Registration Fee.....	26
4.8. Expenses.....	26
4.9. Special Registration Loan.....	26
CHAPTER 5 - CONCLUSION	
5.1. Summary.....	27
5.2. Recommendation.....	28
5.3. Conclusion.....	31
APPENDICES.....	32

## Chapter I: Introduction.

### I.1: Background

The main idea of this project paper is to identify effective marketing strategy of the 'Youth Account'. In the year 1994, the number of teenagers participation will increase up to 40%. Then the marketing efforts will be narrow to the rural areas.

This project paper will study the previous marketing strategies, teenagers behaviour and financial situations. Questionnaires will be design and distribute to the respondents.

Finally, the responses will be analysed and appropriate recommendation will be made. This project paper try to evaluate the response towards the special loan for selected teenagers.

### I.2: Objectives.

I.2.1: To analyse the responses of the rural teenagers towards the 'Youth Account Account'.

I.2.2: To investigate whether the financial situations act as a restriction for the targeted market segment.

I.2.3: To study latest marketing strategy on how to increase the numbers of the teenagers participation.

#### footnotes:

1. According to Surat Ikatan Amanah, teenager can be define (pg 9).....
2. Target market has been define as.....  
(Khotler, 1991, pg262)

### I.3: Assumptions.

This project paper assume that the financial situations act as a restriction for the rural teenagers to take this opportunity. Then in the year 1994 the total number of teenagers is maintain. Furthermore, it assume that Amanah Saham Nasional Berhad will get 1% commission for the amount of the loan (ASB-PPRT) being issued.

### I.4: Importances.

#### I.4.1: Organization.

The result of this project might give new idea for the ASNB to increase the markets share for the 'Youth Account'

#### I.4.2: Student. (It is the writer's)

Helping the student to contribute new idea in marketing the 'Youth Account'. The student can apply his knowledge in the actual situations. Besides that the most important is the exposures to the real working conditions. *blur*

#### I.4.3: Knowledge.

The knowledge can be enlarge, while doing the marketing activities. It also can be learn from experienced staffs especially in handling the customer services.

#### I.4.4: Ins. Tech. Mara (ITM).

ITM and the organization can build good relationships. ITM get the benefit

through the willingness of the organization offering a place for doing the industrial attachment. While the organization will benefit, through the knowledge that ITM will share.

#### I.5: Scope of the study.

The studied location for this project paper is known as Perak Tengah. Then to be more specific the selected area is known as Parit. In conducting the survey students from Sek. Men. Iskandar Shah will be the respondents.

There are 1067 in the school. Then from that amount, there are 866 Bumiputera students. Most of them are between 12- 18 years old. They are the targeted market segment for the 'Youth Account'.

Basically most of the parents are farmers, rubber tappers, small businessmen and government servants. Then the level of monthly income is range of RM 300 -RM 800.

#### I.6: Limitations.

##### I.6.1: Time.

The time provide for meeting the respondents is limited. This is because the student only free during the weekend. Due to that the questionnaires were distributed from house to house .

##### I.6.2: Finencial.

Due the method of distributing and meeting the respondents it will require