

**KWSP INVESTMENT SCHEME IN TABUNG HAJI:  
HOW TO ATTRACT NEW INVESTOR  
THROUGH AN EFFECTIVE PROMOTION**

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## Letter of Transmittal

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Mrs.,

### **REPORT ON MARKETING RESEARCH**

According to the above matter, I would like to submit my marketing Research Report on “The EPF Investment Scheme In Tabung Haji: How To Attract New Investors Through Effective Promotion” to fulfill the Business Marketing (MKT 650) subject.

This report consists of six chapters that cover all the marketing research needs on the above topic.

Finally, I hope this project paper will satisfy your requirement.

Thank you

Yours sincerely,

*maimunah*

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BUARKAN

## **Executive Summary**

This is a report on the findings of a survey of a promotion run by Tabung Haji regarding EPF (KWSP) Investment Scheme. Lembaga Tabung Haji (LTH) is one of the Unit Trusts that offered an opportunity to make an investment to the qualified subscribers of Employees' Provident Fund (EPF) through the EPF Investment Scheme since January 1997. LTH had run several promotions strategies to encourage the investors to joint the scheme. This research is focused on LTH's promotion strategies in order to help them to determine any weaknesses in their existing promotion strategies and to come out with several idea that suitable to improve their strategies. This research is classified as an Exploratory Research whereby it is to provide an understanding to the problem at hand. This research had produced several findings that represent the actual view regarding the scheme and LTH's existing promotion strategies. Based on the research, 74% of the EPF subscribers that joint this scheme is male and work in private sectors at the top management position. There are about 60% of 50 respondents said that the most attractive way that encourage them to joint the scheme through LTH is because of the highest bonus given by LTH. Almost 84% of the respondents said they had been using the information counter service provided by Tabung Haji regarding this scheme. Beside that, lack of personal contact in their promotion strategies based on finding – 64% of respondents said Tabung Haji's staff did not come to their premise to promote the scheme. Strategic improvement should be taken in order to enhance the promotion strategy such as identifying the target subscriber / investor focused on public relation and evaluates promotion effectively.

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