

MAYBAN FINANCE BERHAD  
THE STUDY ON THE FACTORS ATTRACTING CUSTOMERS TO ASN LOAN  
AT WANGSA MAJU BRANCH

MOHD ZAMRI AEDUL MANAN

BACHELOR OF BUSINESS ADMINISTRATION (HONS) (MARKETING)  
FACULTY OF BUSINESS AND MANAGEMENT  
MARA INSTITUTE OF TECHNOLOGY  
TERENGGANU BRANCH

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## LETTER OF TRANSMITTAL

Faculty of Business and Management ,  
MARA Institute of Technology ,  
Sura Hujung ,  
23000 Dungun ,  
Terengganu Darul Iman

8 April 1999

Tg. Yusuff Tg. Mahmud ,  
Lecturer ,  
Faculty of Business and Management ,  
MARA Institute of Technology ,  
Sura Hujung ,  
23000 Dungun ,  
Terengganu Darul Iman

Dear sir ,

Project paper on Marketing Internship ( MKT 650 )

During our consultation on January 2 , 1999 ( Saturday ) , you had advised me to proceed with my topic regarding ' Mayban Finance Berhad : The study on the factors attracting customers to ASN loan ' .

In order to fulfill the faculty and your need , I am also been advised that this project paper had to be submitted to you one week before the last date of the ITM's internal final examination.

I hereby submit the project paper and hope you will find everything satisfactory.

Your sincerely ,



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( MOHD ZAMRI ABDUL MANAN )  
Faculty of Business and Management  
BBA ( Hons ) ( Marketing ) 4

## ACKNOWLEDGEMENT

Alhamdulillah , thank to Allah for giving me the strength and ability to handle and settle down this task. In order to complete this report has proven to be a great undertaking that would not have been feasible without the support of many people.

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Thanks , to all of you.

## ABSTRACT

This project paper been conducted in order to gain information regarding the topic of ‘ Mayban Finance Berhad : The study on the factors attracting customers to ASN loan at Wangsa Maju branch ’.

This project paper included the background and scope of study whereby it is important in order to identifying factors that could attract customers to take ASN loan whereby from the analysis , it could be use by the Mayban Finance Wangsa Maju branch to increase ASN loan in the future.

Two hypothesis have been identified to solve this analysis. Both of it had been accepted which is economic and demographic factors. From this hypothesis , Mayban Finance Wangsa Maju branch could manage to give a good services besides conducting promotion more effective and efficiently.

Exploratory study has been identified to be the best method to consider in this research study because it is important to understand what is happening before I could develop a model and set up a rigorous design for complete investigation.

40 respective respondents have been choose randomly by using simple random sampling. Each of them must be 18 years and above whereby survey been conducted from each customers that comes to Mayban Finance Wangsa Maju branch.

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