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**BANK PERTANIAN MALAYSIA, GUAR CHEMPEDAK BRANCH:
STUDY ON THE TARGET CUSTOMER RESPONSE TOWARDS
PATRIOT REMAJA SAVING SCHEME**

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LETTER OF TRANSMITTLE

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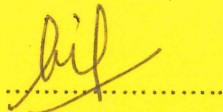
Enclosed here with this letter is Internship Project Paper entitled “Bank pertanian Malaysia: A Study on The Target Customer Response Towards Patriot Remaja Saving Scheme”

I do hope that this report will meet the requirement and the expectations of the faculty. Finally, I would like to prolog my special thanks for all the guidance, advice and support that you have generously rendered for the completion of this report.

May you satisfied with the effort put in this project paper.

Thank you.

Your Sincerely



SARIMAH BT. ABDUL RAHIM

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May Allah bless all of you.

ABSTRACT

This project paper has been conducted in order to gain information regarding the topic of Bank Pertanian Malaysia, Guar Chempedak Branch: Study on the Target Customer Response Towards Patriot Remaja Saving Scheme.

This project paper included in the background and scope of study where it is important in order to identifying new marketing strategy that can be taken by bank Pertanian Malaysia to encourage new account holder for Patriot Remaja Saving Scheme.

Exploratory study has been identify 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.

One hundred and fifty of respective respondents have been choose randomly by using simple sampling. Each of them must be 12 years old until 25 years old. Whereby survey are conducted from each of these respondents by answering the questionnaires. The questionnaires been design in simple Malay version to give more understanding for them which consist of 25 questions, close ended and open ended question.

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