

**STUDY ON THE IMPACT OF THE PROMOTIONS  
TOWARDS CUSTOMER ACCEPTANCE ON THE  
MAYBAN FINANCE HIRE PURCHASE.**

**A CASE STUDY ANALYSIS ON MFB MENTAKAB  
PAHANG**

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## LETTER OF TRANSMITTAL

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### Marketing Internship (MKT 650) Project Paper

Enclosed herewith is my project paper entitled “ The Impact Of The Promotions Towards Customer Acceptance On Mayban Finance Hire Purchase.”

With the submission of this project paper, I hope that it will satisfy the requirement and the purpose of Marketing Internship (MKT 650) subject.

Thank You.

Your truly,

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## **ABSTRACT**

Finance companies were a phenomenon of the 1960's as limited companies engaged with many lending activities. Therefore Mayban Finance Berhad as one of Maybank Group subsidiaries leading the other finance companies as the largest bank – backed finance companies in Malaysia by providing quality finance services

This researches focus on the impact of the Mayban Finance Hire Purchase promotions and advertisement towards the customer acceptance. Promtions involve the tools and the media used by Mayban Finance Mentakab in order to attract customer awareness as well as their acceptance. This involves pamphlet, posters, advertisement in newspapers, Internet and others promotional tools implemented by Mayban Finance.

This project paper consists of five chapters, which on its own provides an explanation to the topic being explored.

**Chapter one** consist of introductions about the company, services offered and promotions related to the services especially Hire Purchase.

**Chapter two** consists of literature review which explaining the topics in terms of marketing terms and theories.

**Chapter three** consist of research methodology .it explains about the research procedures, sampling techniques, data collections and data analysis had been used.

**Chapter four** contains the discussions on the findings and analysis of the study, which based on the hypothesis of the study.

**Chapter five** consists of the conclusions and recommendations from the researcher. Appendices and bibliography attached are relevant references, list of journal and book, and related graphs and chart