

LAUNCHING AN ATM SERVICES - A MARKETING PROGRAM

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ABSTRACT

The purpose of doing this project is to make a feasible Marketing program Plan for the ATM service of Khushhali bank Limited, Which, Khushhali bank is going to launch in the first quarter of 2014, most probably in January. A marketing program plays a vital role in success or failure of the particular product or service. As Khushhali bank Limited is a bank which deals in Microfinance, so it's targeted audiences would be different as compared to other commercial banks, so its Marketing program is also quite different than other commercial banks. Currently only two banks in Microfinance sector are providing the ATM service to its customer, Kashaf Microfinance bank and the other one is Tameer Microfinance bank. Khushhali bank Limited has strong brand image in Microfinance sector, so currently, providing ATM service to its customer is very important because it is affecting the brand image of Khushhali bank Limited.

To promote and market the Khushhali bank's upcoming ATM service, Khushhali bank has to implement an aggressive and detailed promotional plan to attract the customers.

For this study a proper research design was laid down and according to that design a proper questionnaire regarding ATM service was designed and was get filled by the customers of the Khushhali bank. This survey was done to know the that what people are perceiving regarding the ATM service and response of this questionnaire will also helped us in designing the promotional plan for the ATM service.

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