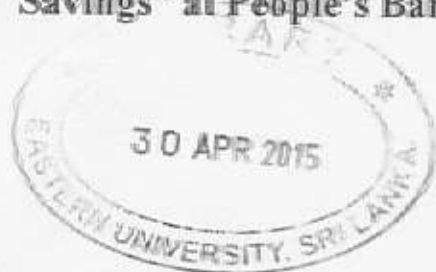


“Effectiveness of Strategies Implemented for promotion of Savings” at People’s Bank



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Project Report
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Department of Management
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Sri Lanka
2014

Abstract

This research focuses on "Effectiveness of Strategies Implemented for promotion of Savings" at People's Bank in Oddamavadi and valaichenai areas. To achieve this objective, three of the strategies have selected as independent variable and tested how far these strategies effectively promote the savings at peoples' bank they are, types of saving product, interest rate and promotional incentives.

In this study researcher mainly used regression analysis to test how far these three strategies promote the savings. So if these strategies contribute to promote the savings highly this reflect that it will reduce the dormant accounts. When it was analyzed, the level of promotion of savings was at nearly moderate level. Because of the interest rate has attributed to promote the savings at highly among the three strategies.

To achieve this objective the data were collected from primary and secondary sources. Primary data were collected from issuing questionnaire to 100 customers of peoples' banks according to types of saving accounts. Secondary data were collected from bank's annual reports, web sites and other related magazine etc. Some data analyzed by using SPSS 16.0

After analyzing the all facts researcher has given recommendation to external and internal parties who are interested in the bank's activities. Such parties are board of directors, share holders, employees, creditors and customers.

Key words: Types of saving products, interest rate, promotional incentives and promotion of savings

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