



**THE LEVEL OF BUMIPUTERA AWARENESS TOWARDS UNIT TRUST
INVESTMENT: A CASE STUDY IN PERMODALAN NASIONAL BERHAD**

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BACHELOR OF BUSINESS ADMINISTRATION

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MAY 2010

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

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FACULTY OF BUSINESS MANAGEMENT

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KAMPUS BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, AMIRAH BISYARAH BINTI AZIZAN, (IC Number : 870104-05-5452)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____.

LETTER OF SUBMISSION

5th MAY 2010

The Head of Program
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Melaka

Dear Mdm,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “ THE LEVEL OF BUMIPUTERA AWARENESS TOWARDS UNIT TRUST INVESTMENT : A CASE STUDY IN PERMODALAN NASIONAL BERHAD ”to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely

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ABSTRACT

Every single company needs strategies in order to survive or to become a leader in the market nowadays, therefore a study towards findings the suitable strategies for Permodalan Nasional Berhad had been carried out. The purpose of the study is to identify the level of Bumiputera awareness towards unit trust investment, to identify the factors contribute to level of Bumiputera awareness towards unit trust investment and to examine the most effective factor contribute to level of Bumiputera awareness.

A good research design will ensure that the marketing research project is conducted effectively. In this research, the exploratory research, descriptive and causal effect has been used. The target sampling size for this study is 70 customers where the questionnaires were randomly distributed to those visiting ASNB main service counter, Kuala Lumpur. For this study, the non-probability sampling technique has been chosen. The non-probability sampling method will be used is convenience sampling. Moreover, computer programs have been developed to simplify and ease the research tabulation and analysis task. One of the most accurate and dependable statistical analysis packages is Statistical Package for Social Science (SPSS). Included in this package are the procedure of frequency and descriptive.

The finding from the study found that several strategies should be recommended to Amanah Saham Nasional Berhad (ASNB). Firstly, ASNB should increase sales promotion such as high income distribution/dividend, offer scheme 'bantuan khairat kematian' to investors, offer and variable price as well as withdrawal or savings at any time for the investors as this can really encourage Bumiputera to invest in ASNB. Secondly, information about PNB should be more advertise in media electronic and printed media since people are always read this two medium. The advertisement also should be more creative and attractive. Furthermore, PNB should hire more Sales Executives and Hire Individual Agents as the strategy to boost up ASNB's sales.

Key Words: Unit Trust Investment, Promotion Mix, Level of Awareness
Paper Type: Research Paper