

Universiti Teknologi MARA

INVESTING IN PNB PRODUCT
CUSTOMER AWARENESS TOWARD AMANAH SAHAM MALAYSIA

Norazwan Bin Nordin

Thesis submitted in fulfillment of the requirements for
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Administration

November 2009

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS ADMINISTRATION

UNIVERSITY TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, NORAZWAN NORDIN, (I/C: 850703-04-5047)

Hereby, declare that,

- This work has not previously been accepted in accepted in substance for any degree, locally or overseas and it 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 extract have been distinguish by quotation marks and source of my information have been specifically acknowledge

Signature _____

Date: _____

LETTER OF SUBMISSION

November 2009

Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Administration
Universiti Teknologi MARA
Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISION OF PROJECT PAPER

Attached is the project paper titled "INVESTING IN PNB PRODUCT: CUSTOMER AWARENESS TOWARD AMANAH SAHAM MALAYSIA (ASM)" to fulfill the requirement the as needed by the Faculty of Business Management, Universiti Teknologi Mara
Thank you

Yours Sincerely

NORAZWAN BIN NORDIN
2006127415
Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS	PAGE
DECLARATION	ii
LATTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF FUGURE	v
LIST OF TABLE	vi
ABSTRACT	vii

CHAPTER 1	PAGE
INTRODUCTION	
1.0 Malaysian Unit Trust	1
1.1 Background of Study	2
1.1.1 Permodalan Nasional Berhad	
1.1.2 Amanah Saham Nasional Berhad	
1.2 Problem Statement	4
1.3 Research Question	5

Abstract

Mutual fund or better known as unit trust fund in Malaysia is an investment vehicle created by asset management companies specializing in pooling saving from both retail and institutional investor. Individual investors seeking liquidity, portfolio diversification and investment expertise are increasing closing unit trust funds as their investment vehicle. However this investor does differ in their preferences based on their risk threshold liquidity needs and their needs to comply with religious requirement.

One of the Permodalan Nasional Berhad (PNB) product which is Amanah Saham Malaysia (ASM). Amanah Saham Malaysia has been launched 20 April 2000. ASM scheme is very synonym with PNB because the product have launched at Minggu Saham Amanah 2000 Putra World Trade Centre in Kuala Lumpur.

Base on product, the purpose of this research to identify customer awareness and motivation factors toward Amanah Saham Malaysia. For this research, will be use descriptive study because researcher uses primary data such as questionnaire to identify level of customer awareness toward ASM. The questionnaire will be close-ended question and structured design which used dichotomous question and likert scale. Secondary data will be used such as journal, articles, newspaper, report and Master Prospectus from ASNB.