



UNIT TRUST PREFERENCE AMONG INVESTORS IN
KLANG VALLEY

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BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (FINANCE)

UNIVERSITI TEKNOLOGI MARA KELANTAN
KOTA BHARU CAMPUS

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اَوْنِيُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

(FINANCE)

FACULTY OF BUSINESS MANAGEMENT

DECLARATION OF ORIGINAL WORK

I, NIK MOHD FADHLI NAMILI BIN MOHD ALI @ RAMLI (I/C NUM:)

Hereby declare that:

- This work has not been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree.
- 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

Fadhli Namili

DATE: 27/6/2013

LETTER OF TRANSMITTAL

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Dear Madam,

SUBMISSION OF INDUSTRIAL TRAINING PROJECT PAPER (FIN 668)

Attached is the copy of Industrial Training Project Paper (FIN 668) entitled "Unit Trust Preference among Investors in Klang Valley" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank You.

Yours Faithfully,

Fadhli Namili

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ACKNOWLEDGEMENT

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ABSTRACT

Mutual fund or better known as unit trust fund in Malaysia has become quite a famous investment nowadays with growing size of funds up to 360.973 billion units as at January 31st 2013. Despite that, just how much are they preferred by investors especially those who reside in Klang Valley area. With so many types of investments offered nowadays, it comes to mind can unit trust weather the competition and become one of the most preferred investments. The main aim of this research is to determine whether factors identified by the researcher, namely risks, past performance, return on investment and knowledge can influence the preference level of investors toward unit trust. 150 questionnaires had been distributed as a medium to gather data regarding the issue. Several analysis had been done such as descriptive, regression and correlation coefficient to cope with the issue. The basic finding unit trust is apparently quite a preferred investment but when it comes to comparing it with other investment, the preference is slightly jeopardized. Past performance is what seem to be the most luring criteria a unit trust investment has. The findings suggest that unit trust is a preferred investment on certain factors but investors have to take several thoughts into consideration regarding the factors mentioned earlier.