

A STUDY ON WHY THE SEKIM
AMANAH SAHAM NASIONAL IS NOT
FULLY SUBSCRIBED BY INVESTORS

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ABSTRACT

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Sekim Amanah Saham Nasional (SASN) was first introduced in 20 April, 1981 which is the first unit trust been introduced by ASNB. The introduced of SASN is one of the ways to achieve the objective of at least 30% ownership of the corporate sector by Bumiputera investors by the year 1990. This is due to the government policy in the New Economy Policy (NEP) which is introduced in 1970.

This paper described as to how the research was carried out, based on the available information gathered through convenience survey sampling technique. In addition the paper explained briefly the background of the study, the problem statement, objective of the study, and the scope of the study. The