



A STUDY ON THE EFFECTIVENESS OF CUSTOMER
INVESTMENT EDUCATION TOWARDS KELAB PELABURAN
BUKAK PERMODALAN NASIONAL BERHAD BY AMANAH
SAHAM NASIONAL BERHAD; IN THE CONTEXT OF
UNIT TRUST FUND

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ABSTRACT

Global uncertainty at present erupted due to Iraqi war, out break of SARS disease and unpredicted stability of world economy affected the financial scheme service in Malaysia. This Project Paper (MKT 660) is prepare as a partial fulfillment of the Bachelor of Business Administration course and giving more ideas to Amanah Saham Nasional Berhad, Marketing Department on customer education programs. This study will enhance, the effectiveness of customer investment education towards Kelab Pelaaburaan Bijak Permodalan Nasional Berhad by Amanah Saham Nasional Berhad in the context of unit trust fund. Beside that, it will determine the customer awareness and the weakness of investment education of Kelab Pelaburan Bijak PNB.

This project paper contains five main chapters. It includes an introduction, literature review, research methodology, findings and discussions, and conclusions and recommendations chapters. The methodologies used in this study are questionnaires, interviews and observations. 150 questionnaires were distributed to respondents in random and there were 115 return questionnaires have been collected. The questionnaires are divided into two sets (Set 1 and Set 2) which the first set are given to the members of the Kelab Pelaburan Bijak PNB while the second set are given to the teachers in charge. All return questionnaires are distributed to three states, which were Kuala Lumpur, Negeri Sembilan and Melaka.

The findings had discovered that, majority of respondents said that the Kelab Pelaburan Bijak PNB is at effective level, but there are several weaknesses of the club management especially on the activities conducted and benefits given by Amanah Saham Nasional Berhad. Therefore, in conclusions (based on objectives) several weaknesses have been identified and recommendations are given based on evaluation that has been made.