



**“POTENTIAL CUSTOMER INTENTION TO BUY AMANAH SAHAM**

**1 MALAYSIA “**

**: CASE STUDY IN MELAKA**

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## **LETTER OF SUBMISSION**

November 2009

Madam Siti Normah Binti Awang Tuah  
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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "POTENTIAL CUSTOMER INTENTION TO BUY AMANAH SAHAM 1 MALAYSIA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....

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**“DECLARATION OF ORIGINAL WORK”**

**I, NOR HAFIZAH BINTI MD SALLEH, (I/C Number: 851120-06-5438)**

Hereby, declared that,

This work has not previously been accepted in substances 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: \_\_\_\_\_

## **ABSTRACT**

Customer intention to buy product usually influence by some factors. It is important to know the factors that will influence customer intention to buy especially for new product likes Amanah Saham 1 Malaysia. This information will help organization (ASNB) to capture the factors that will attract customer to buy Amanah Saham 1 Malaysia. This study have been conducted to know the potential customer intention to buy Amanah Saham 1 Malaysia.

This study is starting with the introduction of the company the problem statement, research question and research objective to make the research becoming more clear. After this, followed by the literature review that show the sources that researcher use in doing the research. In chapter 3, researcher identify the research methodology such as the sampling technique that researcher use, instrument used to capture information and the data collection analysis. Then, about the finding of the study. Last but not least the conclusion and recommendation for this study.

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