



**THE PROMOTIONAL STRATEGIES AND ITS
IMPACTS TO THE LEVEL OF CUSTOMER
ACCEPTANCE TOWARD UNIT TRUST
INVESTMENT IN ASNB KUANTAN**

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE PROMOTIONAL STRATEGIES AND ITS IMPACTS TO THE LEVEL OF CUSTOMER ACCEPTANCE TOWARD UNIT TRUST INVESTMENT IN ASNB KUANTAN" to fulfill the requirement as needed by the faculty of Business Management ,Universiti Teknologi Mara.

Thank You

Yours sincerely

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ABSTRACT

Nowadays In order to get a successful company, the most important thing to make is promotion strategies. It's because everything we do we must have an effective strategies. Every single company needs strategies in order to become a leader in the market, in conjunction with that a study towards finding the best promotion strategies for Amanah Saham Nasional Berhad had been carried out. The main purpose of doing this research is to identify the factor that contributes to the number of customer acceptance toward promotion strategies applied by ASNB. This study was taking Amanah Saham Nasional Berhad (ASNB) Kuantan branch. ASNB is a favorite unit trust company among Bumiputera and non Bumiputera in Malaysia. A good research design will ensure the research project is conducted well. In this research, the researcher was taking 100 respondents as a sampling size. Questionnaire is a method that has been used by researcher. Those respondent that was answered the questionnaire are randomly customers that comes to the ASNB Kuantan branch. After the data was gathered and done with procedure in research, the researcher will out with the result. After the conclusion has been made, a few recommendations and suggestion were brought up that might be useful for future improvement of the company itself, Amanah Saham Nasional Berhad Kuantan Branch.