



**MARKETING STRATEGIES TO  
ATTRACT NEW UNIT HOLDERS TO INVEST  
IN AMANAH SAHAM BUMIPUTERA SCHEME  
(AKAUN REMAJA)**

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## **Abstract**

Saving habit among youth is quite low to be compared with the adult. The participant of Akaun Remaja until 31st June 1998 is 418,562 unit holders which is much less compared to the eligible unit holders which is 1,295,143. It means only 32.32 percents youth has invested in Akaun Remaja. It is a low amount participation in Akaun Remaja.

The low rate of Akaun Remaja participation may be due to certain conditions. The youth may be neglect the information regarding the unit trust due to their studies and much of their time is spend for recreation activities. Sometimes, the lack of communication tools to spread information regarding the unit trust may also cause the reason why students are not attracted to invest. Parents and teachers is the closet community to the youth, if they do not give encouragement and motivation towards spending, youth may be overlooked the importance of saving. Youths tend to spend their money more towards education or recreation activities. Due to these conditions, it may cause why the rate of youth participation In Akaun Remaja is quite low.

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