

A STUDY ON FACTORS THAT INFLUENCE THE  
PARTICIPATION OF BUMIPUTERA AND NON BUMIPUTERA  
TOWARDS INVESTING IN (ASW 2020)

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OCTOBER 1999



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## LETTER OF TRANSMITTALS

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Sir,

### **MARKETING INTERSHIP (MKT 650) PROJECT PAPER**

Referring to the above matter, I am a student of BBA 04 would like to hand out my project paper entitled **"A Study On Factors That Influence The Participation Of Bumiputera and Non Bumiputera Within Kuala Lumpur Toward Investing In ASW 2020 Scheme"**

**With the submission of this project paper, I hope that it will meet the requirement and the purpose Marketing Internship (MKT. 650) subject.**

Thank you.

Yours Faithfully,

**(SHARIFAH ZULIANA SYED ZUBER)**  
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## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim.

First of all, Syukur Alhamdulillah to Allah S.W.T for His blesses in preparing this thesis. My thanks go to my advisor Mr. Che Ismail Long for his ideas and suggestions. I owe special thanks to all PNB staffs especially, Mr. Andrew Mering Jau Barah, Mr. Norafandy Mohd Yusof, Miss Normawati Jantan, Mr Rauf, Mr. Kamal Saaban and Mr. Abdul Rahman Khamis for their valuable work in providing the information. Many thanks goes to Mrs. Normawati Abdul Rahim and Esmady Fazudin Mokhtarruddin for supplied many good ideas and substantial support and encouragement sometimes even prodding. To my lovely family, thank you very much for your continuous support and understanding. A special thanks also goes to Mr Azlan Ahmad and his family for their commitments.

Finally, to all the person, I deeply grateful. The thesis would not have been possible without of the assistance of many others. My sincere appreciation goes to everyone who helps in his or her own special way.

Wassalam.

**SHARIFAH ZULIANA SYED ZUBER**



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## **ABSTRACT**

Permodalan Nasional Berhad is a biggest investment house in Malaysia, offered five types of unit trust to Malaysian such as Amanah Saham Nasional (ASN), Amanah Saham Bumiputera (ASB), Amanah Harta Tanah PNB (AHP), Amanah Saham Wawasan 2020 (ASW 2020) and Amanah Saham Nasional 2 (ASN 2).

The main purpose of this research is to identify the factors that influence Bumiputera and Non Bumiputera participation in ASW 2020 scheme. In the past there were no research being conducted to identify the factors that influence individual participation in ASW 2020 scheme.

The population of this research is people that located in Kuala Lumpur area. Only 200 respondents are selected from the total population. Questionnaire and interview are the methods used in order to gain the information from the respondents.

The selection of the respondents was based on the non-probability sampling technique and the judgement sampling technique has been used to select the respondents. For analysing the data, SPSS program has been used and for



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