



**THE EFFECTIVENESS OF MARKETING
COMMUNICATION TOOLS:
A CASE OF AMANAH SAHAM GEMILANG**

**SITI LIYANI HAKIMAH BINTI JAMALLUDIN
2010124849
JBM 220 6A**

**BACHELOR OF BUSINESS
ADMINISTRATION
(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SEGAMAT, JOHOR
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ABSTRACT

Unit trust is an unincorporated mutual fund structure that allows funds to hold assets and pass profits through to the individual owners, rather than reinvesting them back into the fund; that is set up under a trust deed (Investopedia). The investor is effectively the beneficiary under the trust. The terms of unit trust fund and mutual funds are normally used interchangeably. However, it should be noted that there are slight differences between the two. A unit trust fund is generally considered as a low-risk, low-return investment as compared to mutual funds that typically incurs lower annual operating expenses because they are not buying and selling shares. A mutual fund is normally established as a limited liability company, where investors are like shareholders in a company, while a unit trust fund operates under a trust system where investors' assets are entrusted to trustees (Ainul Azam & Co, 2003-2012). Investment managers are required to comply with the requirements on Unit Trust Fund Deed, the Capital Market and Services Act, 2007, amended from time to time, the Guidelines and other relevant laws when managing the unit trust fund and an independent auditor is appointed to prepare and audit the accounts of the unit trust fund each year (ASNB, 2008).

CHAPTER 1

INTRODUCTION

Overview

The contents of this chapter discussed on the background of the study, organizational background, issues and problem statements, research objectives, research questions, significant of the study, limitations of the study and scope of the study.

1.1 Background of study

The study was conducted to identify the existing problems in Permodalan Nasional Berhad (PNB), especially in the Amanah Saham Nasional Berhad (ASNB). Problems were identified by the method of observations and interviewing the sales executives of ASNB. Sales executives were having problems in promoting and selling the funds as prospect have low awareness of the funds.

According to Levy (2005), brands with low awareness may initially see moderate payoff from increased awareness; message frequency is key to increasing awareness, thus brand preference. Levy (2005) also further explained that the fundamental purpose of marketing is to acquire and retain customers, and it has been demonstrated that superior brand awareness is the first step in pursuing that direction, regardless of industry or market. This research explained about PNB, ASNB, the problem that exists, their effects and how to solve it based on the suggestions drawn from primary data and secondary data.



1.2 Organizational Background

1.2.1 Permodalan Nasional Berhad

PNB is Malaysia's biggest fund management company. The main headquarters is located at Jalan Tun Razak, Kuala Lumpur near Tabung Haji building. PNB is the parent company for Amanah Saham Nasional Berhad (ASNB) which operates a number of unit trust schemes, and is a wholly owned subsidiary of Yayasan Pelaburan Bumiputra. The company has foreign offices in Singapore, London and Tokyo.

Incorporated on March 17, 1978, PNB was conceived as a pivotal instrument of the Government's New Economic Policy to promote share ownership in the corporate sector among the Bumiputera, and develop opportunities for suitable Bumiputera professionals to participate in the creation and management of wealth.

Prior to the establishment of PNB, efforts to increase Bumiputera ownership in the corporate sector were not sufficient as shares allocated to individuals were seldom retained. Research indicated that when Bumiputera shareholders sold their shares, the profits generated were consumed and not reinvested.

Through PNB, substantial shares acquired in major Malaysian corporations from funds provided by Yayasan Pelaburan Bumiputra or Bumiputra Investment Foundation were transferred to a trust fund and sold to the Bumiputera in the form of smaller units.

By employing this innovative investment model, PNB ensures that these shares are retained, resulting in the cultivation of widespread savings habits, and development of entrepreneurship and investment skills of Bumiputera.