

**A STUDY ON THE DEMOGRAPHIC FACTORS
THAT ARE INFLUENCING THE DEMAND RATE
BETWEEN VARIABLE PRICE AND FIXED PRICE
IN ASNB SANDAKAN**

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ABSTRACT

A STUDY ON THE DEMOGRAPHIC FACTORS THAT ARE INFLUENCING THE
DEMAND RATE BETWEEN VARIABLE PRICE AND FIXED PRICE IN ASNB

SANDAKAN

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Amanah Saham Nasional 3 Imbang (ASN3 Imbang) is one of the variable priced product was launched on 16 October, 2001 and eligible for all Malaysians aged 6 month above. The objective is to generate capital growth over the medium to long-term period by investing in a balanced portfolio of investments and through re-investment of distribution if any.

Meanwhile, Amanah Saham Malaysia (ASM) is fixed priced product launched on 20 April, 2000. All Malaysian aged 6 month above eligible for this fund. Its objective is to provide unit holders with a long term investment opportunity that generates regular and competitive returns through a diversified portfolio of investment.

This paper described as to how the research was carried out, based on the available information gathered through convenience survey sampling technique to identify the demographic factors that are influencing the demand rate between Amanah Saham Nasional 3 Imbang and Amanah Saham Malaysia in ASNB Sandakan.