

**AMANAH SAHAM NASIONAL SCHEME:**

Its performance in promoting Bumiputera individuals participation for investment in corporate sector (1981 - 1989).

BY

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## 1. INTRODUCTION TO THE STUDY

The Amanah Saham Nasional scheme (ASN) is the largest unit trust scheme in the country which will reach its maturity date 31 Dec 1990. It was designed to accomodate the Bumiputera individuals participation through the process of saving on the basis for strengthening the community in the corporate sector and indirectly increases Bumiputera control over the companies in the country for long term.

At the launching ceremony of the scheme in 1981, Datuk Seri Dr. Mahathir said that the success of the ASN scheme depends on the response and support given by Bumiputera themselves (The Star, 21 April 1981). Since it was introduced, the number of investors and total value of investments showed an increasing pattern. This is an indication of success of this ambitious scheme.

In Business Times dated 11 Nov 1989, Azam Aris wrote that the ASN has indeed been a successful scheme that attracted more than two million investors and mobilised billions of ringgit from Bumiputera savings into a more complex capital market instrument. He added that most of these investors would not have the chance to invest in large companies and reap handsome returns if there was no such scheme as the ASN.

The issue of achievement that have been made by the ASN scheme since it was launched, instill the writer's interest to make a study on this topic.

## Definitions

1. Bumiputera : refers to Malays and other indigenous groups of Malaysia.
2. Unit trust : a legal construction which administer a financial operation, namely the pooling of larger number of small unequal amounts of money belonging to different individual in a common fund to be invested by skilled manager.
3. Corporate sector : a part of the nation economy that is owned and operated by corporation organization such as quoted and un-quoted companies.
4. Investment : equity participation

## Objectives of The Study

- i. To know the brief historical background before the establishment of the ASN scheme.
- ii. To provide an overall knowledge of the ASN scheme.
- iii. To highlight the marketing strategies of the ASN scheme.
- iv. To analyse the ASN's performance in attracting Bumiputeras to participate in the scheme.
- v. To give reasons in the pattern of response towards the scheme.