



**THE EFFECTIVENESS PROMOTIONAL STRATEGY OF AMANAH SAHAM
NASIONAL BERHAD (ASNB) UNIT TRUST**

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“DECLARATION OF ORIGINAL WORK”

I, Norhuwaina Bt Nor Hassin,

Hereby, declare that,

- This work has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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ABSTRACT

The main objective of this research was to explore the effective Amanah Saham Nasional Berhad (ASNB) unit trust promotional strategies towards Malaysian. The respondents of this study were randomly selected from public area at Pemodalan Nasional Berhad Jalan Tun Razak, Kuala Lumpur. One hundred questionnaires had been distributed among those respondents. The researcher had used convenience sampling as the sampling technique.

The questionnaire was design to the selected respondents which they were asked varieties of questions regarding their perception to the Amanah Saham Nasional Berhad (ASNB) promotional strategies. The process of analyzing and interpreting data has been presented with tables using methods such as frequency distribution and correlation.

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