



**A SURVEY ON FACTORS INFLUENCING INVESTORS
AWARENESS TO INVEST IN PRUDENTIAL ISLAMIC TRUST
FUND**

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APRIL 2011

DECLARATION OF ORIGINAL WORK



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I, _____, (I/C Number: _____)

Hereby, declare that:

- This work has not previously been accepted in substance 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.

Signature: _____ Date: _____

LETTER OF SUBMISSION

APRIL 2011

The Head of Program
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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “FACTOR INFLUENCING INVESTOR AWARENESS TO INVEST IN PRUDENTIAL ISLAMIC TRUST FUND ‘’to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....

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ABSTRACT

This study is conducted to identify the awareness of people toward Prudential Islamic Trust Fund. A set of questionnaire was randomly distributed to 50 respondents in collecting the data. The questionnaire is designed to test the respondent awareness about Prudential Islamic Trust Fund. This questionnaire has distributed to peoples around Malacca City. The independent variables that be used are sales force, fund strength, brand and lastly economic situation. Likert scale is the best type that be used in most questions to determine the level of understanding how strongly agree or strongly disagree of the respondent with the statement regarding the principles. The method used for this study is correlation coefficient analysis. The results then have been interpreted base on correlation coefficient, frequencies and reliability analysis. As the conclusion of this study, this report presents the results of the study related to the issue of Prudential Islamic Trust fund.

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