



**PROMOTIONAL STRATEGIES PRACTICED BY AMANAH
SAHAM NASIONAL BERHAD (ASNB) AND ITS IMPACTS ON
INVESTMENT DECISION**

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“DECLARATION OF ORIGINAL WORK”

I, Nurhanisah Binti Hamdan (IC Number: 870928-38-5358)

Hereby declare that;

- This work has not previously been accepted in substance for any degree, locally or overseas and is not 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

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LETTER OF SUBMISSION

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project titled "PROMOTIONAL STRATEGIES PRACTICED BY AMANAH SAHAM NASIONAL BERHAD (ASNB) AND ITS IMPACTS ON INVESTMENT DECISION" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you

Yours sincerely

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ABSTRACT

Every single company needs strategies in order to survive or to become a leader in the market. Therefore a study towards the promotional strategies that gives impact towards investment decision and the strategies most suitable for the company has been carried out. The purpose of the study was to determine the overall levels perception customer, relationship between investment decision and promotional strategies and promotional strategies that gives the most impacts towards investment decision in the company.

This study will take the Amanah Saham Nasional Berhad (ASNB), a unit trust company that involve in fully service environment as the pilot organization to be examine and evaluate. After the conclusion has been made, a few recommendations and suggestions were brought up that might be useful for future improvement of the company itself.

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