

**STRATEGIC APPROACH TO ENCOURAGE
BUMIPUTERA TO INVEST IN AMANAH SAHAM
NASIONAL BERHAD**

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ABSTRACT

Every single company needs strategies in order to survive or to become a leader in the market nowadays, therefore a study towards findings the suitable strategies for Permodalan Nasional Berhad had been carried out. The purpose of the study are to determine the levels of awareness of respondents about PNB's Products, to identify the most effective promotional tools used by Permodalan Nasional Berhad (PNB), to describe how likely is the respondents to buy new and additional PNB's products if they are aware of and if the promotional tools employed by PNB are effective and to examine the factors that influencing respondents to buy new and additional PNB's products if they are aware of and if the promotional tools employed by PNB are effective.

In addition, there are several reasons for people to invest. Firstly, because of they are feeling secure to invest, second they are satisfied with the return and the dividend given and lastly the price offers are really attractive.

The findings from the study found that several strategies should be recommended to Permodalan Nasional Berhad (PNB). Firstly, PNB should continue to have Minggu Saham Amanah Malaysia (MSAM) as this can really encourage Bumiputera to invest in PNB. Secondly, the information about PNB should be more advertise in television and newspaper since people are always see and read this two medium. The advertisement also should be more creative and attractive. Furthermore, PNB should hire more Sales Executives and Hire Individual Agents as the strategy to boost up PNB's sales.