

**BUSINESS USE OF THE INTERNET
IN THE UNIT TRUST INDUSTRY**

TEE LEAP SING

**Bachelor of Business Administration
Soochow University, Taipei,
Taiwan 1991**

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ABSTRACT

The worldwide network of computers, called "Internet", provides opportunities for a company to do business in cyberspace. The Internet is the first exciting, significant marketing tool to emerge in recent years. Organization find it more and more important to represent themselves on the Internet to get more customers, to increase the public awareness of the companies and their products. However, the use of Internet by the Malaysia business is still at the early stage and most of the corporate leaders are finding it difficult to keep up with fast moving markets.

Therefore, this paper intends to investigate how the unit trust companies in Malaysia used Internet, identified the industries in which the Internet is being used for business. This research measures the views of the chief executive officers, managers, executives on various issues on Internet usage : including their perception on the usage of Internet, perception of the opportunity of Internet and perception on the barriers of Internet. The sample consisted of 30 respondents from the unit trust companies in Klang Valley.

Firstly, the business process in which Internet was used were identified and the findings showed most of the unit trust companies use Internet for communication and information sharing, marketing and advertising, customer service and support, marketing research, information gathering.

Secondly, the perception of the organization towards the Internet usage was found to be highly positive and this contributes significantly in motivating the organization to use Internet. The influencing factors include firm size and annual sales for the organisation.

Thirdly, the problems and concerns faced by the organization were investigated and they include cost, security, application difficulties, marketing service and support. The findings showed that Malaysian unit trust companies have yet to capitalize the opportunity provided by the Internet. However, they are aware of its benefits and had indicated their interest in adopting and using more Internet in the near future.

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