



A CASE STUDY

THE EXPANSION OF FOREIGN BANK IN MALAYSIA:

A FOCUS ON STANDARD CHARTERED

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I, Norfadilah Bt Mohd Rosli, (I/C No: 870110-05-5504)

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- 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 as per.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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LETTER OF SUBMISSION

October, 2010

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A CASE STUDY THE EXPANSION OF FOREIGN BANK IN MALAYSIA: A FOCUS ON STANDRAD CHARTERED" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely,

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ABSTRACT

The banking industry in Malaysia has been stronger and this report is focused on the development of foreign bank expansion of their market into Malaysia's banking industries which currently already plenty of foreign bank. Malaysia is a developing country and many investors want to invest in Malaysia. The main objectives of this report, is to analyze the features of Standard Chartered expand their market into Malaysia. Data are collected through key employee of Standard Chartered within its branch and products development personnel. The report also utilizes other research made in the past as its references and data obtain mostly from the central bank of Malaysia, Bank Negara Malaysia as the main evidence and sources.