



**FACTORS THAT INFLUENCE FOREIGN DIRECT INVESTMENT INTO NUSAJAYA AND
ITS EFFECTS TOWARDS MALAYSIA ECONOMY.**

SITI SHUKRIAH BINTI HAJI MD SIDEK

2008290544

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INTERNATIONAL BUSINESS FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
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**Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration (Hons) International Business**

FACULTY OF BUSINESS MANAGEMENT

MARA UNIVERSITY OF TECHNOLOGY

MELAKA

APRIL 2010

DECLARATION OF ORIGINAL WORK



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MELAKA

“DECLARATION OF ORIGINAL WORK”

I, (SITI SHUKRIAH BINTI MD SIDEK), (I/C Number: 870319-23-5776)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, Locally or overseas and 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: 29 APRIL 2010

LETTER OF SUBMISSION

Faculty of Business and Management,
MARA University of Technology,
Off Jalan Hang Tuah,
Melaka

29 APRIL 2010

Pn. Normah Bt Awang Tuah
The Head of Program
Bachelor of Business Administration (Hons) International Business,
Faculty of Business and Managemen,
University of Teknologi MARA,
Off Jalan Hang Tuah,
Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "FACTORS THAT INFLUENCE FOREIGN DIRECT INVESTMENT TO NUSAJAYA AND ITS IMPACT ON THE MALAYSIA ECONOMY" to fulfill the requirements needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

SITI SHUKRIAH BINTI HAJI MD SIDEK
2008290544
Bachelor of Business Administration (Hons) International Business

ABSTRACT

This research is to determine the factors that influence the foreign direct investment into Nusajaya and its effects towards Malaysia economy.

This research was undertaken with the primary objectives of, firstly is to study the factors as to why, foreign direct investment into Nusajaya and its effects towards Malaysia economy. Secondly is to identify further potential foreign direct investment opportunities in Nusajaya. The paper was studied three major factors such as Economic and Market Factors, and Geographical / Location Factors and Investor Reach which are highly affecting for the inflow of FDI.

The research was conducted in two phases. In phase one which involved secondary research such as reviewing of internet, relevant literatures, journals, publications, books and reports. The second phase involved collection of primary data via interview. The respondents were UEM Land employee, Mr. Ong Tee Kiat, Finance Manager and it gain related information and the information would rather be used for this study. In this study, the researcher use the structured interviews where the interviews conducted by the researcher with a predetermined list of question to be asked of the interviews. Interviews are made with people to know the factors influence fdi into Nusajaya and its effects to Malaysia economy. It is easier for the researcher to make the interviews no matter in formal or informal way as well to filter the most accurate reasons as to why FDI flow to Nusajaya and how they could be increased efficiently in the future.