



CASE STUDY

IN THE ERA OF GLOBALISED FINANCIAL CAPITAL
MARKET, CAN BURSA MALAYSIA REMAIN
COMPETITIVE?

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2009288988

BACHELOR OF BUSINESS ADMINISTRATION
(HONORS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business
Administration (Hons) International Business

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**BBA (H) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
'DECLARATION OF ORIGINAL WORK'**

I, AMELIA ILHAMI ABDUL HADI, (I/C NUMBER 881207-05-5256)

Hereby, declare that:

- This work is not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- 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: APRIL 2011

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Madam Siti Normah Awang Tuah
Coordinator of IBM 662 (Student Advisor)
Faculty of Business Management
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Dear Madam,

SUBMISSION OF PROJECT PAPER (IBM 662)

Here with I enclosed my project paper entitled **“In the Era Of Globalised Financial Capital Market, Can Bursa Malaysia Remain Competitive?”** to fulfill the requirement as needed by the Bachelor of Administration (Hons) International Business to be awarded by Universiti Teknologi MARA.

I hope this project paper will meet the subject requirement and anticipation of the faculty.

Thank you,

Yours faithfully,

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AMELIA ILHAMI ABDUL HADI
2009288988
Bachelor of Business Administration (Hons) International Business

Abstract

Bursa Malaysia is an exchange holding company that operates a fully-integrated exchange, offering the complete range of exchange-related services including trading, clearing, settlement and depository services towards its customers. In the era of globalised financial capital market, companies have larger choices to invest into their preferred market as there are many choices worldwide. Therefore, the case study aims to achieve its goals on analyzing the competitiveness of Bursa Malaysia. Either Bursa Malaysia is remaining its competitiveness or no longer competitive. The objectives that should be achieve after completing the case study are, to explore the competitiveness of the company, to know what are the advantages that the listed company gains while investing with the company, to explain the main contributor that makes companies still investing with the company and to analyze its fluctuate Investment Trends all over the year is affecting the rate or not. Throughout completing the case study, several interviews and observations are done as well as gathering supporting information from other resources to ensure that the information is firm and accurate. All over all, the case study would give a new breath towards how people look towards the company performance back then and nowadays.