



MODE: A

**SCOPE INTERNATIONAL TO CHOOSE MALAYSIA
BASED ON COMPETITIVENESS AS ONE OF THEIR
SERVICES HUB GLOBALLY**

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MELAKA**

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Scope International to choose Malaysia based on
Competitiveness as One of their Services Hub
Globally

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Submitted in Partial Fulfillment
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2010



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, Amir Ariffin Bin Aminuddin, (I/C Number: 870717-14-6031)

Hereby, declare that,

- 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 any investigation 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: _____

LETTER OF SUBMISSION

November 2010

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“Scope International to choose Malaysia based on Competitiveness as One of their Services Hub Globally”** to fulfil the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

Amir Ariffin Bin Aminuddin
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ABSTRACT

Competitiveness is the ability of a firm or a nation to offer products and services that meet the quality standards of the local and world markets at prices that are competitive and provide adequate returns on the resources employed or consumed in producing them. Many of multinational companies from multiple sectors such as manufacturing, banking, services and others, has selected Malaysia as their outsourcing choices or hub for their business. But why are they preferring Malaysia to be their business Hub or choices? Malaysian has a competitive financial system performs an important intermediation function as well as plays a critical role in promoting economic growth. There are several factors being discovered, like economic stability, political stability, human capital and resources, government policy and others. Scope International (M) Berhad is a subsidiary of Standard Chartered Bank (SCB), and they had chosen Malaysia as one of its hub.