



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA  
KAMPUS KOTA BHARU, KELANTAN

**THE FACTORS AFFECTING GOLD INVESTMENT IN  
KOTA BHARU, KELANTAN**

**ADVISOR:  
ASSOCIATE PROFESSOR DR. HJ. AZMAN CHE OMAR**

**SECOND EXAMINER:  
MADAM SURAYA BT HUSSIN**

**SUHARTI BINTI MD YUSUFF  
2009900061**

**Thesis submitted in fulfillment of the requirements for the degree of  
Bachelor of Business Administration (Honors) Finance**

**BM 222**

**Faculty of Business Management**

**January 2012**

## **ACKNOWLEDGEMENT**

**“In the name of Allah, The most Gracious and Merciful”**

Alhamdulillah, praise to Allah S.W.T. the Lord of the universe, for his wisdom, strength and blessing to complete this project paper successfully. Without His permission, I may be incapable to complete this task, which is to fulfil the requirement of the subject's (FIN 667) project paper.

First of all, I would like to take this golden opportunity to express my profound gratitude and special thanks to my advisor, Associates Dr. Haji Azman Bin Che Omar never bored given me his advice, guidance, comments and support which is very useful in preparing this project paper. May God bless him.

Not forgetting to Madam Suraya Bt Hussin who is my second advisor for his consideration to accept my late submission this draft. Thank you for being supportive, patience and so understanding with the situation faced by me.

Special thanks also goes to all staff of Al-Kautsar Holding Sdn.Bhd, the housing developer company where I have my internship training. Thanks for understanding my responsible as the trainee and at the same time as the students.

Finally, bouquets will be shared with my family and friends especially my parents. Thanks for the encouragement, understanding, love and support during this study was conducted. I hope this project paper would benefit other researchers for further observation. Once again thanks to all. Thank you.

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## CHAPTER 1 INTRODUCTION

### 1.0 INTRODUCTION

The researcher prefers to do a research regarding on “The Factors Affecting Gold investment in Kota Bharu. This research topic is demand and number of Gold Investor at Kota Bharu. There are numerous different types of gold investment that are investment in physical gold, having gold account, gold bar, gold coins and gold certificate. People’s interest for gold because it is a symbol of wealth, power and serving store as it is long term increase in value. It was kept in secure storage after being bought and to retrieve when the return predict is usually high. The introduction of this topic includes the background of study, problem statement, research objectives, theoretical framework, hypotheses, and significance of this study, definition of term and limitation of this study. This section also includes the literature review, research methodology, data analysis and finally conclusion and recommendation.

### 1.1 BACKGROUND OF STUDY

Generally, there are two types of investment that are financial investment such as securities meanwhile physical investment comprises of real properties, gold and other form of tangible assets. Based on Investopedia.com, there are four types of investment which is Stock, Bond, Mutual fund and alternative investment such as Options, Futures, FOREX, Gold and Real Estate. According to ‘Blanchard Economic Research Unit’ Gold is a monetary metal because inflation, fluctuations in the dollar and U.S. stocks, currency-related crises, interest rate volatility and decreases in the prices of other commodities determine gold price. Even though the gold price depend on changes in