

**THE INVESTMENT TREND ANALYSIS
IN MELAKA FROM 1995-2006**

NORATIKAH BINTI ABDULL KHALID

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ABSTRACT

The title of this research paper is The Investment Trend Analysis In Melaka From 1995-2006. The two objectives of this study are to identify the investment trend of in Melaka from year 1995-2006 and to identify factors influencing the investment trend in Melaka. The scope of this study is Melaka and concentrates on the investment trend in Melaka and the factors influencing the investment trend in Melaka. In this study, data gathered through such existing sources are called secondary data. That is they data that already exist and do not have to be collected by the research.

At the end of the study, based from the information collected, several suggestions have been made for the organization to increase the investment in Melaka and also for the future research purpose.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Investment is an asset or item that is purchased with the hope that it will generate income or appreciate in the future. In an economic sense, an investment is the purchase of goods that are not consumed today but are used in the future to create wealth. Malaysia is a middle-income country attempting to ensure more rapid, sustained growth and job creation. Ninth Malaysia plan also sets the tone for government policies including an emphasis on government investment to provide infrastructure, support domestic demand and encourage private investment.

In Malaysia, Melaka is the premier investment destination. In infrastructure, accessibility, incentives and investment climate the state offers an excellent package to both domestic and foreign investors. Melaka reputation as the most progressive state in Malaysia is fueled by the business friendly state government's concerted efforts and delivery system in supporting all activities that encourage foreign and local business participation.

Melaka is the chosen location for business enterprises following further development such as first its strategic accessibility to various parts of the world. Another strategic step headed by the Chief Minister is to approve and expedite conversion of land for development purposes, build plants in industrial areas and establish one stop centre to overcome bureaucracy and assist investors in the state.