

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FACULTY OF BUSINESS MANAGEMENT

A STUDY ON THE FACTORS OF INVESTING IN GOLD
INVESTMENT

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DECLARATION OF ORIGINAL WORK



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FACULTY OF BUSINESS MANAGEMENT
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ABSTRACT

Gold investment gain ground in market and high demand from investor. Gold investment is capable to giving competition for other investment. Invest on gold investment offer various types of investment like bullion, coin, jewellery and account book. Gold investment also offers low priced to investor by promising high profit in return to investor. Apart from that, gold investment also safer with existence asset as backbone if have been changes in terms of market price or world economic problem

An investor is the individual that have thier right to make a investment. In order to make investment there are a few factors should be considered. The scope of the study was emphasizes the significant relationship between environment factors (gold price, profitabilityand marketing) among people that will become as investor. The research is focusing people who live at Sura and Paka those who work in public, private also self employment. Besides, the study also does not limit the gander, races and religion. This study used the cluster sampling and emphasized only 200 respondents from resident in Dungun area. Based on the analysis, it indicated that the marketing are the main factor contribution to people invest in gold investment.

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