

UNIVERSITI TEKNOLOGI MARA

**Strategizing Kulim Hi Tech Park to Enhance its
Competitiveness as Global Investment Destination**

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AUTHOR'S DECLARATION

We declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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Destination

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Abstract: The main purpose of this study is to analyze the current operation of Kulim Hi Tech Park (KHTP) and proposing strategic options on enhancing the park competitiveness in the global investment market. As the pioneer of high technology industrial park model in Malaysia, KHTP has become catalyst of economic growth to State of Kedah and Malaysia from the inflows of Foreign Direct Investment (FDI) since its establishment in 1996. However, the recent declining inflows of FDI and new high technology industrial parks established in Malaysia and

other countries have threatened KHTP to be core competitors in global investment radar screen. A macro-environment analysis PEST and business process SWOT Analysis were used in this study to diagnose the issues in KHTP. Benchmarking technique and evidence of secondary data information were used in constructing the strategic options to enhance KHTP competitiveness as global investment destination

Keywords: Kulim Hi Tech Park, Foreign direct investment, Kulim Technology Park Corporation, PEST, SWOT , Competitiveness, Strategic options.