



GOLD MARGIN TRADING: CLIENT'S KEY INFLUENCING
FACTORS TO INVEST AT PT. INTER PAN PASIFIK
FUTURES IN SABAH

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ABSTRACT

Problem stated that compared with the total stock of financial assets, gold margin trading investment is still just a proportion. Several factors are now stimulating gold investment such as world economic health, current price of gold, effective marketing strategy and liquidity of the investment. This research is focusing on determining the factors for the public of Sabah state to invest in Gold Margin Trading at Inter Pan Pasifik Futures. Based from the literature review, four independent variables had been identified and analyzed which brings to a conclusion of the 'Fluctuation of Price of Gold' highly affecting the respondents' decision to trade. There are also several recommendations provided for the Prime Pacific Co. Marketing team and the general description of the clients or prospect in Sabah state area.