

**ADVERTISING INDUSTRY IN MALAYSIA WITH
SPECIAL REFERENCE TO ITS CURRENT
PROBLEMS AND PROSPÉCTS**

Prepared for :

**Encik Zaini Haji Abdullah
Management Lecturer
School of Business and Management
ITM, Shah Alam**

Prepared by :

**Joseph Tiyan ak John Madod
Advanced Diploma in Business Studies (Mktg) IV
School of Business and Management
ITM, Shah Alam**

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EXECUTIVE SUMMARY

On the whole, the advertising industry in Malaysia has been growing rapidly with an average annual growth rate of 25 percent. At present, it is estimated to account for 9 percent of the GNP. Advertising plays important roles in generating economic growth by bringing new businesses, job opportunities and upgrading the living standard of the people in the country. The rapid economic growth of the nation has attracted the establishment of foreign as well as local agencies. The local agencies started at a slow pace due to the lack of talented local expertise, not enough financial support and the problem of having to compete with the international agencies for rates and prices, media time and spots, especially for preferred spots and pages.

On the other hand, without advertising, consumers would lack the means of distinguishing product from another; producers would lack an adequate means to inform consumers regarding their products and the government would be denied of a good source of revenue.

The print and electronic media available to support the industry are becoming more sophisticated. Besides that, outdoor advertising ranging from posters to electronic billboards is also becoming more sophisticated and competitive. Although advertising in Malaysia is still very much under the influence of foreign expatriates, the standard, as far as advertising conduct and professional ethics are