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UiTM Cawangan Kedah



UNIVERSITI  
TEKNOLOGI  
MARA

Faculty of Business  
and Management

UiTM *di hatiku*

VOLUME 6

2022

eISSN 2716-599X



772716 599000

e-ISSN 2716-599X

## **FBM INSIGHTS**

**Faculty of Business and Management**

**Universiti Teknologi MARA Cawangan Kedah**

**e-ISSN 2716-599X**

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,  
Universiti Teknologi MARA Cawangan Kedah

Published date : 10<sup>th</sup> November 2022

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## RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6<sup>th</sup> Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

**Prof. Dr. Roshima Haji Said**  
Rector  
Universiti Teknologi MARA (UiTM)  
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6<sup>th</sup> Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

**Dr. Yanti Aspha Ameira Mustapha**  
FBM Insights Advisor

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## MAKING SENSE OF GOLD INVESTMENT

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Most investors will resort to investment tools such as savings, fixed deposit, shares and mutual funds to get more value to their investment portfolio. As the world is facing critical economic unrest, investors start to divert to other alternatives such as crypto, gold or even silver. At present, the most attention gainer goes to gold. It goes without saying that gold has become a fascination to most people regardless of genders. To put it bluntly, gold is a unique commodity where it does not get used up. Most often, gold is converted into jewelry, coins, and used in art. As a matter of fact, Hayes (2022) opined that gold is a precious metal that is permanent due to its chemical composition that cannot be wasted. Conservatively, those who want to invest in gold will go into the stock market by purchasing shares of gold mining companies where profit is gained through the rise of gold prices. In a bull market, this can be a tempting strategy. Currently, investors have the option to invest in real gold rather than shares in gold companies.

Due to a few drawbacks, investors who are used to investing in gold-related shares find it difficult to invest in actual gold such as bullion, coins, and jewelry. First, gold bullion is sold in bars that typically weigh 25 grams to 25000 grams and can be extremely expensive. Investors looking to make significant profits are the main ones who target it. The biggest flaw in gold bars is their bulk, which makes it challenging to liquidate them in smaller amounts. One cannot just remove a portion of the gold bar to sell. If one wants to sell a single bar, they must liquidate it completely. Second, the smaller gold coins range in price from hundreds to thousands of ringgit and weigh between 2.5 and 25 grams. Individually manufactured gold coins are more genuine and valuable because of this. Due to this, it is more expensive than gold bars. Third, jewelry is very popular among ladies. Pure gold is not used in jewelry. Mostly, it is a blend of gold and silver. Jewelry's value is constantly changing. It all depends on whether the jewelry is broken or scuffed. If this occurs, the sellback price will be less than the cost of the original purchase (Rahim, 2021).

However, owning actual gold offers advantages of its own. A few benefits of bullion or gold bars include their high liquidity, ease of storage, and lower price when compared to gold coins. In terms of gold coins, they are simple to keep and liquidate. The gold coin's worth increases if it is rare, which is what makes it so alluring. Last but not least, jewelry's key benefit is that it is a common accessory among women, making it easy to buy at any jewelry shop. The benefits and drawbacks of actual gold are outlined in Table 1 below.

Table 1: Pros and Cons of different types of physical gold

Types of gold	Pros	Cons
Bullion(Gold Bar)	High liquidity Easy to store Cheaper than a gold coin	Risk of theft if kept at home Not convenient to sell due to its size
Gold Coin	Ideal for new investors Easy to liquidate Easy to store	Risk of theft if kept at home More expensive than gold bar due to the high cost of minting
Jewelry	Beautiful accessory Easy to buy	Risk of theft if kept at home Low liquidity Cannot sell at a buy price

Source: Rahim (2021)

After learning the fundamentals of physical gold, “Should one invest in gold?” or “Is it the right timing to invest in gold?”. The best alternative to safeguard our wealth against the current sharp surge in inflation is, by far and away, gold. In addition to this, gold's price is anticipated to reach a record high soon. Finally, diversifying one's financial portfolio is advised. The benefits and drawbacks of buying gold are shown in Table 2.

Table 2: Pros and Cons of gold investment

Pros	Cons
Value increase over time	Little commercial value
Inflation shelter	A commodity
As a cushion in times of crisis	No dividend/income
Rising popularity	
Low investment risk	

Source: Rahim (2021)

In brief, investing in gold is not something a layman person can jump into. Gold prices are bound to have ups and downs. By the end of 2022 or the beginning of 2023, it is anticipated that the Malaysian ringgit would have further depreciated that could drive up the price of gold in the near future. Therefore, a person needs to be well-versed in how gold might benefit him. It is recommended that first-timers of gold investment conduct research and speak with an investment professional before making a gold investment.

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