

# PESTLE Analysis of Malaysia 2012, August 2012

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## Abstracts

Malaysia is considered to be the most rapidly emerging economies in Southeast Asian region. During the last decade, the Malaysian economy experienced a moderate growth. Lucintel forecasts the economy to achieve \$434 billion by 2017.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on Malaysia's political, economic, social environment and business risk and presents its findings in "PESTLE Analysis of Malaysia 2012".

Lucintel's report details a host of factors stagnating the economy's development, out of which the following are the key ones-- Widespread corruption and High-dependency ratio Key growth-drivers of the Malaysian economy are-- Large pool of skilled workforce and Diversified export base.

Malaysian is targeting to develop itself into a high-income nation by 2020-- as indicated in the government policy agenda. And to meet this goal, Malaysia needs to make the effective utilization of its human resources and strengthen its R&D spending along with taking care of some other major issues that the report dwells on. The government has planned to provide grants and tax deductions and thereby encourage private sector investment in R&D.

Electronics and electrical industry is one of the leading, liberalized, and signature industries of Malaysia recognized as one of the key contributor towards Malaysian economic growth. Lucintel has identified the biotechnology sector as one of the fastest growing sectors which will drive the economy towards achieving its goal of becoming a developed nation.

This Lucintel research report provides a detail risk analysis of political, social, economic, R&D, and technological environments and SWOT analysis en masse. The report deals

with the trend analysis of Malaysia's position in terms of GDP, pricing regulation, FDI, consumption, saving, and investment.

The data and analysis found in this report can be utilized for a variety of functional business reasons, including: Business Development, Strategic Planning, Determination of Market Size and Trends, Competitive Analysis, Investment Decisions, and Joint Product Development.

This unique report from Lucintel will provide you with valuable information, insights and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

### **Features of This Report:**

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "PESTLE Analysis of Malaysia 2012" include:

Trend and forecast for key macroeconomic variables that are useful to make major investment decision

Analysis on economic activity, investment environment, and trade structure of the country

Major industries in Malaysia and its contribution to GDP

Trends in savings, investments, and consumptions

Analysis of Political, Economic, Social, Technological, Legal, and Environmental scenarios as well as their impact on different industries

Analyses on geographical importance and social structure such as labor quality

Strength, Weakness, Opportunity, and Threat (SWOT) analysis of Malaysia



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