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**A STUDY ON THE CONSUMER MARKET AS AN  
INFLUENTIAL CRITERIA FOR MALAYSIAN BUSINESS  
INVOLVEMENT IN CHINA**

**By**

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Dedicated to

my husband Ravi Varmman without whom the dream of the MBA would not have materialised, to my daughter Raviena for her inspiration, to my beloved mother and inlaws for their continued encouragement and unstinting support, and to my course lecturers at the faculty of Economics and Administration for their counsel and guidance throughout the duration of the programme.

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## ABSTRACT

This survey attempts to ascertain that Malaysian companies are lured to China due to the vast consumer market, and also to determine whether the major risks faced by them are legal framework and financing constraints.

The results from the survey positively indicate that it is indeed the potential offered by the vast consumer market, that it is the pull factor for Malaysian business involvement in China.

Further findings of the study indicate that the biggest setbacks that Malaysian businesses faced were financing constraints and legal framework.

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