

ABSTRACT

This research aims to **analyse** the structure of the Malaysian merchant banking industry utilising the ‘Five Forces Industry Analysis’ invented by Michael **Porter** and attempts to explore the competitive forces at work and in particular that influences X Merchant Bank Berhad. It further **soughts to propose recommendations and suggestions** for future strategic maneuvers for X Merchant Bank Berhad.

The study found that the merchant banking industry is oligopolistic in nature. It is noted that three large merchant banks led the industry while the rest compete for remaining market share in most areas of business activity. The author then proceeded to examine X Merchant Bank Berhad using **strategic analysis tools**. As **a final part** of the **report**, corporate and firm/micro **level** strategies **were** recommended to X Merchant **Bank** Berhad.