

THE MARKETS OF ASIA PACIFIC: MALAYSIA

The Asia Pacific Centre is the London-based associate of The Survey Research Group. SRG consists of market research companies in Hong Kong, Singapore, Philippines, Malaysia, Indonesia, Thailand and Australia.

The Asia Pacific Centre Ltd
2-6 Camden High Street
London NW1 0JH

Telephone: 388 5021 Telex: 887560

THE MARKETS OF ASIA/PACIFIC MALAYSIA

The Asia Pacific Centre



© The Asia Pacific Centre Limited 1981

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise without the prior permission of Gower Publishing Company Limited.

Published by
Gower Publishing Company Limited
Aldershot, Hants, England

British Library Cataloguing in Publication Data

The Markets of Asia Pacific: MALAYSIA
1. Malaysia — Statistics
I. Asia Pacific Centre
315.951 HF5349.M/
ISBN 0-566-02304-0

M
315 951
MAR
8

Printed and bound in Great Britain by
Biddles Ltd, Guildford and King's Lynn

316577

22 NOV 1984
Perpustakaan Nasional
Malaysia

Contents

	Page
FOREWORD	xii
- 'The Markets of Asia Pacific' Series	xii
- Malaysia	xiii
1 ECONOMIC AND POLITICAL BACKGROUND	1
- Resources and potential	1
- Government economic policy	7
- Political background	8
2 THE PEOPLE	10
- Malaysia's ethnic profile	10
- Demographic patterns of Peninsular Malaysia	12
- Private households of Peninsular Malaysia	24
3 CONSUMER MARKETS - NON DURABLES	28
- Peninsular Malaysia	28
- Sabah and Sarawak	52
4 CONSUMER MARKETS - DURABLES AND OTHER	54
- Peninsular Malaysia	54
- Sabah and Sarawak	65
5 TOURIST MARKETS	66
- Survey of foreign visitors by air	68
- Developments in tourism	71