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ABSTRACT

This study was conducted to find out especially how the changing times both politically and economically are affecting Myanmar's total attractiveness, what kind of assets are seen to be most important for future success, and what improvements are needed to reach the objectives. The study consists of four parts: the Literature Review, Methodologies that are used, Facts and Findings that are made using the research techniques and Conclusions and Recommendations that are found as a result.

Few analyzing methods, such as PESTLE, Key Performance Indicators, Porter's Diamond and interviews (qualitative research method) directed at business professionals working in industries closely related to Myanmar. The objective is to conduct a profound study and assess a number of different factors on many different point of views to define the current conditions of Myanmar's economic environment. Also, the impact of development in Association of Southeast Asian Nations organization (ASEAN) is examined and the possible impacts the improvements are having on Myanmar.

Facts that were found from the literature and during the research could be summarized as follows. Firstly, ASEAN's market growth has been steadily high, around 5% annually, when the market size, 600 million inhabitants, is the 8th largest economy in the world. Thanks to these facts and the heterogeneity of ASEAN countries among their development, intra-ASEAN demand of different products is dispersed, meanwhile the region is also able to produce goods for exporting. As a conclusion, the whole region has what it takes to become a production base for the globe and to seriously challenge China as a low-cost production destination.

From the findings that were made, it is possible to claim the next years in Myanmar are critical indeed to predict the future. The biggest issues are for instance how long does the transition towards transparent, peaceful democratic nation take. The legal environment needs to be updated, infrastructure built up and stability in banking and finance sector to be set up.

The most promising industries include for instance consumer goods, telecommunications, tourism, banking and infrastructure. Practical tips for the businesses that consider investing in Myanmar consists of three main points: do a profound research on the market with assessment of demand, capacity, supporting industries and competitors; find a trustworthy local partner which shares the same interests with you and; lastly, have an excessive amount of patience if the things are going

sideways in the beginning. Most of the foreign companies operating there now are huge global players with deep pockets and thus, probably difficult to challenge. Myanmar seems highly potential destination, but a lot of progress is needed to reach the same level than its competitors in Southeast Asia.