

Malaysia 2014: New Information and Cultural Insights Entrepreneurs Need to Start a Business in Malaysia



Malaysia is the heart of South East Asia, with easy access to all of its neighbors, and the Malaysian government is active in promoting business culture, especially for small and medium sized enterprises. As a result Malaysia is currently #12 on the Ease of Doing Business Index, which is great for foreigners. If you've been thinking about starting a business in Malaysia, the Wood Egg Malaysia startup guide will be your go-to reference manual.

Each year we hire 3 researchers (at least one local and one foreigner who live in Malaysia), a native English-speaking in-country writer, and an editor, to bring you insights from multiple perspectives.

Our researchers spend over 200 hours interviewing local business people, politicians, and citizens who regular foreigners would never have access to. This is 200+ hours you will save to hit the ground running. (Bonus: When you register your eBook at WoodEgg.com you get access to all of our raw research and interviews.) In the 2014 Wood Egg Malaysia startup guide you will learn: *

- * What is Malaysia and how will it affect your startup? (Page 8)
- * What Malaysians value above all else and why it should matter to you. (Page 67)
- * How the Malaysian cultural trait of saying yes to nearly everything can put a damper on your plans (and how to deal with it). (Page 121)
- * How to integrate into the Malaysian business community (including our list of organizations you need to join). (Page 126)

- * Save time with 8 of our best recommendations for short and long term housing (including websites and estimated costs). (Page 160)
- * The distinct advantages foreigners have when doing business in Malaysia. (Page 243)
- * Why the Malaysian vertical hierarchical business structure matters to your business. (Page 217)
- * All foreigners must comply with this to open a bank account in Malaysia. (Page 341)
- * Our curated list of 6 local

lawyers who work with foreign entrepreneurs. (Page 301) * What methods work best to find (and keep) good employees. (Page 317) * The marketing strategies that work today to grow your company in Malaysia. (Page 369) All of this along with hundreds of other insights. All told you'll get the painstakingly researched answers to over 200 questions (over 300 pages!) about country, culture, life, and business in Malaysia. If you're looking to do business in Malaysia you won't find a more complete, up-to-date, guide. Click to buy now.

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