

## **Johor Bahru - Comprehensive Overview of the City, PEST Analysis and Key Industries Including Technology, Tourism and Hospitality, Construction and Retail**

Industry Report | 2023-01-31 | 36 pages | MarketLine

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### **Report description:**

Johor Bahru - Comprehensive Overview of the City, PEST Analysis and Key Industries Including Technology, Tourism and Hospitality, Construction and Retail

#### Summary

"City Profile - Johor Bahru" provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Shenzhen.

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trend

Johor Bahru is the capital city of Johor State (Johor) in Malaysia. The city of Johor Bahru has been identified as one of the key competitive cities for economic development, other than Kuala Lumpur, Bandar Kuching and Kota Kinabalu. In 2022, the metropolitan area accounted for about 4.3% of the country's GDP and home to 5.0% of the country's population

#### Scope

- The service sector remains the key contributor to the regional economy - and the major employer.
- Tourism has been identified under the enhanced Comprehensive Development Plan (2014-25) as one of the five big moves to propel economic growth. Strong performance is observed in the construction sector with increasing employment and building completions.

#### Reasons to Buy

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- Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.
- Analyze and understand the business environment in the city to align your investment and expansion strategies.
- The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.
- Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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