

TABLE OF CONTENTS

CHAPTER 1	Error! Bookmark not defined.
INTRODUCTION.....	Error! Bookmark not defined.
1.1 Importance of subject and purpose of study.....	Error! Bookmark not defined.
1.2 Scope of Study	Error! Bookmark not defined.
1.3 Conceptual Framework.....	Error! Bookmark not defined.
1.4 Objectives and Results to be Obtained	Error! Bookmark not defined.
CHAPTER 2	Error! Bookmark not defined.
LITERATURE REVIEW	Error! Bookmark not defined.
2.1 The publications concerning ASEAN Business Attractiveness	Error! Bookmark not defined.
2.1.1 <i>Obstacles for businesses to perform in ASEAN</i>	<i>Error! Bookmark not defined.</i>
2.1.2 <i>Solutions to overcome the obstacles for Doing Business in ASEAN</i>	<i>Error! Bookmark not defined.</i>
2.1.2.1 <i>Obstacles for businesses to perform in ASEAN</i>	<i>Error! Bookmark not defined.</i>
2.1.2.2 <i>Solutions to overcome the obstacles for Doing Business in ASEAN</i>	<i>Error! Bookmark not defined.</i>
2.2 An overview of Myanmar	Error! Bookmark not defined.
2.2.1 <i>History of Myanmar in terms of Business & International Relations</i>	<i>Error! Bookmark not defined.</i>
2.2.2 <i>Publications concerning Myanmar's Business Attractiveness</i> .	<i>Error! Bookmark not defined.</i>
CHAPTER 3	Error! Bookmark not defined.
METHODOLOGY	Error! Bookmark not defined.
3.1 PESTLE analysis.....	Error! Bookmark not defined.
3.2 Key Performance Indicator (KPI)	Error! Bookmark not defined.
3.3 Porter's Diamond Model of National Advantage	Error! Bookmark not defined.
3.4 Interviews	Error! Bookmark not defined.
CHAPTER 4	Error! Bookmark not defined.
FACTS AND FINDINGS.....	Error! Bookmark not defined.
4.1 Analyses of ASEAN's Market.....	Error! Bookmark not defined.
4.1.1 <i>PEST Analysis of ASEAN</i>	<i>Error! Bookmark not defined.</i>
4.2 Analyses of Myanmar's Market	Error! Bookmark not defined.
4.2.1 <i>PESTLE of Myanmar</i>	<i>Error! Bookmark not defined.</i>
4.2.2 <i>KPI of Myanmar</i>	<i>Error! Bookmark not defined.</i>
4.2.3 <i>Porter's Diamond Analysis</i>	<i>Error! Bookmark not defined.</i>
4.3 Results from Interviews	Error! Bookmark not defined.
CHAPTER 5	Error! Bookmark not defined.
CONCLUSION AND RECOMMENDATIONS	Error! Bookmark not defined.
5.1 Conclusions about ASEAN's situation	Error! Bookmark not defined.
5.2 Conclusions about Myanmar's situation	Error! Bookmark not defined.
ANNEXES.....	Error! Bookmark not defined.
REFERENCES	Error! Bookmark not defined.