



**DETERMINANT OF PROFITABILITY PERFORMANCE IN  
TELECOMMUNICATION INDUSTRY: THE CASE OF AXIATA GROUP BERHAD**

**MOHAMAD NAZRUL NAIM BIN RAZAK**

**2009604782**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(HONS) FINANCE**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**BANDARAYA MELAKA**

**JULY 2012**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) FINANCE  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, MOHAMAD NAZRUL NAIM BIN RAZAK,

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotationmarks and sources of my information have been specifically acknowledged.

Signature:

Date:

## ACKNOWLEDGEMENT

In the name of Allah, Most Gracious, Most Merciful.

Alhamdulillah, I am thankful to Allah S.W.T because give me a strength to complete this task and able to complete my research within the time given. I would like to express my profound gratitude to my first advisor, Madam Rohaiza Binti Kamis because of her supervision, guide, support, and encouragement during this research. Moreover, without her untiring encouragement, suggestions, ideas, and comments throughout this study, this research could not be completed. I would like to say thank you to my second advisor, Dr Fahmi bin Abdul Rahim.

I also owe my deepest gratitude to my beloved parents, Mr. \_\_\_\_\_ and Mrs. \_\_\_\_\_

\_\_\_\_\_, also my family members who always standing behind me, supporting and understand me, in completing my project paper. I would also to express my heartfelt thanks to my friends, who shared their valuable experiences, times, and commitments.

Lastly, I would like to thank to everyone that involved directly or indirectly for their contribution and encouregemnt that they have placed on me.

Thank You

## ABSTRACTS

This paper analyzes how internal and external factors affect the profitability performance of the Malaysia Telecommunication Companies. The profitability performance was measured by using return on assets. It was calculated by net income divided total assets. This research take an example of Axiata Group Berhad as a sample from the telecommunication industry since that the company involves in demerger activities. The researcher used four independent variable that determined the profitability performance of Axiata Group Berhad which are debt ratio, cost efficiency and sales growth.

## TABLE OF CONTENTS

<b>LIST OF CONTENTS</b>	<b>PAGES</b>
<b>LETTER OF DECLARATION</b>	ii
<b>LETTER OF SUBMISSION</b>	iii
<b>ACKNOWLEDGEMENT</b>	iv
<b>TABLE OF CONTENT</b>	v
<b>LIST OF TABLES</b>	ix
<b>LIST OF FIGURES</b>	x
<b>LIST OF ABBREVIATION</b>	xi
<b>ABSTRACT</b>	xii
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background Of Study	1
1.2 Problem Statement	4
1.3 Research Questions	5
1.4 Research Objective	5
1.5 Significance Of Study	6
1.5.1 Researcher	6
1.5.2 Investor	6
1.5.3 Academic	6