



**A STUDY ON FLUCTUATION PERFORMANCE
OF MALAYSIAN SERVICER EXHIBITION (MSE): MATRADE IN FOCUS**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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Hereby, declare that

- This work has not previously been accepted in substance of any degree, locally or overseas, and not is 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 quotation marks and sources of my information have been specifically acknowledged

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LETTER OF SUBMISSION

4th May 2011

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Dear Mrs,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "AN EMPIRICAL STUDY ON FLUCTUATION PERFORMANCE OF MALAYSIAN SERVICER EXHIBITION (MSE): MATRADE IN FOCUS" to fulfill the requirement as needed by the Faculty of Business Management, University Technology Mara Thank you.

Yours sincerely,

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ABSTRACT

This research is conducted as a partial fulfillment of the coursework of Project Paper (IBM 662). Title of the study is “An Empirical Study on Fluctuation Performance of Malaysian Services Exhibition: MATRADE in Focus”. The main objective of the study is to assess the course of MSE inconsistency performance.

MSE is an important promotional event for MATRADE in branding Malaysian services provider globally. Government allocates a huge fund to organize this event. For each edition, about RM1.2mil is injected in MATRADE fund for this program. With hope that this program will increase Malaysian trade performance and Malaysian Gross Domestic Profit (GDP) in future, Malaysian Government committed to penetrate Malaysian services industry in UAE.

Including 2011, MSE is now 4 years old in organization. Within this period, the performance and achievement of MSE is quite impressive as it contribute about 1.2% of Malaysian Economic growth. Nevertheless, the performance in term of participation and sales along the years were fluctuated.

This inconsistency shows that MATRADE need to boost its strategy to achieve more participation as well as grabbing more foreign project so that the investment made by government in conducting MSE will benefiting Malaysian at maximum profit. This research will elaborate in details the problems and possible action that may be applied by MATRADE to secure this gold investment of MSE.

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