



**CORPORATIZATION OF BERNAMA: IT'S EFFECTIVENESS TOWARDS  
FINANCIAL PERFORMANCE FOR THE YEAR 1996-1998**

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MELAKA**

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**“DECLARATION OF ORIGINAL WORK”**

I, Marhamah binti Zabidi, (I/C Number 891019-03-5660)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees
- This research paper is the result of my independent work and investigation, except where otherwise stated
- All verbatism extracts have been distinguish by quotation marks and sources of my information have been specially acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

25<sup>TH</sup> APRIL 2011

The Head of Program  
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Faculty of Business Management  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title **‘CORPORATIZATION OF BERNAMA: IT’S EFFECTIVENESS TOWARDS FINANCIAL PERFORMANCE FOR THE YEAR 1996-1998’** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely.

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## **ABSTRACT**

Malaysian National News Agency (BERNAMA) is a news based agency that provides news report and other services that related with their main product. Initially, BERNAMA is an agency that operates under government. However, BERNAMA see their potential in corporatization in order to gain more income. In the middle of 1996, BERNAMA officially runs their business in corporatization era.

In 1997 is the first year of BERNAMA to fully operate under corporatization. The management of BERNAMA changes their environment to the corporatization era as well as other department. The corporatization does give a good impact to BERNAMA in their performance, management, productivity, style of work and others.

This research title 'Corporatization of BERNAMA: Its Effectiveness towards Financial Performance for the Year 1996 – 1998' had been gathered from secondary data which are the annual report of BERNAMA for those three years. In order to collect the relevant data and finish this report, an indirect interview also had been conduct with the staff in Finance and Account department as well with Senior Manager Finance and Account department. Besides that, the result from this research shows that it's meet the objective of this research. For the recommendation, the further study should be done for any current issues and challenges face by BERNAMA in order to perform their financial performance and be a well organize agency and also be a well known news agency all over the world.

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