



THE FINANCIAL PERFORMANCE OF HUP SENG PERUSAHAAN MAKANAN (M) SDN BHD

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MELAKA CITY CAMPUS**

APRIL 2010

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, MOHAMAD KHAIRIL BIN SAMSUDDIN, (I/C Number: 860409-35-5553)

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 degree.
- 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.

Signature:

Date:

LETTER OF SUBMISSION

13rd May 2010

Pn. Maryam Jameelah bt Mohd Hashim
The Lecturer of Program
Bachelor of Business Administration (Hons) FINANCE
Faculty of Business Management
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Melaka City Campus

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title "THE FINANCIAL PERFORMANCE OF HUP SENG PERUSAHAAN MAKANAN (M) SDN BHD" to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Thank you.

Yours sincerely

MOHAMAD KHAIRIL BN SAMSUDDIN
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“THE FINANCIAL PERFORMANCE OF HUP SENG PERUSAHAAN MAKANAN (M) SDN BHD”

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ABSTRACT

This report has been done to study the financial performance of Hup Seng Perusahaan Makanan (M) Sdn Bhd. For completion of this report, secondary data and other approaches such as common sizing, financial ratios and gap analysis has been use as a data collection. The data is taken from external sources such as journal, internet, and newspaper.

Besides that, by using financial ratio analysis we can determine the profitability of the company, whether it is profitable or not. Other than that, we also can determine how liquid the assets of the company when there is a downturn economic situation. The company's record profit is respectable indeed, considering a challenging operating environment in which high cost pressures are the order of the day in better part of the year. By doing this study, we can determine the strength and weaknesses of the company. In order to meet their customer's needs and satisfaction, they should maintain and improve their services with developing several strategies. Hopefully, this report can give valuable information about the performance of the company to their customers, creditor and other related parties.

Keyword: Financial Performance

Paperwork Type: Case Study (Mode A)

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