

**UNIVERSITI TEKNOLOGI MARA**

**A CASE STUDY OF CONSUMER  
PRODUCT COMPANY  
PERFORMANCE WITHIN  
GLOBAL FINANCIAL CRISIS IN  
MALAYSIA**

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**BBA (Hons) Investment Management**

**June 2018**

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COMPANY PERFORMANCE WITHIN GLOBAL  
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Final Year Project Paper submitted in fulfillment  
of the requirements for the degree of  
**Bachelor of Business Administration  
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## **AUTHOR'S DECLARATION**

I declare that the work in this thesis was carried out in accordance with the regulations of University Technology MARA Johor. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, University Technology MARA Johor, regulating the conduct of my study and research.

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## **ABSTRACT**

This paper aim is to investigate the determinants that influence the firm performance on listed Consumer Product Companies within global financial crisis in Malaysia. Objective of the research, which is focusing on consumer product companies within global financial crisis based on the period of pre, during and post which is pre on 2005 and 2006, during on 2007 and 2008 and post on 2009 and 2010. The sample of this research is using the convenience 30 listed consumer product companies in Bursa Malaysia.

The dependent variable is return on equity. It was measured by using profit before tax dividing with total equity. The independent variables are debt ratio, dividend yield and profitability. In determining the debt or leverage, it comes from debt ratio that measured by total liabilities divide by total asset. For measuring dividend, this research used dividend yield that comes from dividend per share divide by share price. For the profitability variable, it used gross profit margin that measuring by operating income divide by total asset.

Threw out the study, the independent variable might influence the firm performance either significant or not. It will be measure by the year of 2005 until 2010. In addition, yearly data of the year period base will be used to run the information data. Panel data approach will be used to examine the relationship toward consumer product companies.

For result of pre event (2005-2006), debt ratio and dividend yield have no significant relationship with return on equity, while profitability variable has a significant relationship with return on equity. For during (2007-2008), only debt ratio has a significant relationship with return on equity different with dividend yield and profitability that have no significant relationship with return on equity. Lastly, for post event (2009-2010), debt ratio and profitability have significant relationship with return on equity but dividend yield has no relationship with return on equity.

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