



**A STUDY ON THE TREND TOWARD FINANCIAL
STATEMENT ANALYSIS OF PRUDENTIAL ASSURANCE
MALAYSIA BERHAD**

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2009653728

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) FINANCE

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MALACCA CITY CAMPUS

APRIL 2011

**A STUDY ON TREND TOWARD FINANCIAL STATEMENT
ANALYSIS OF PRUDENTIAL ASSURANCE MALAYSIA
BERHAD**

SITI ZUBAIDAH BINTI ABDULLAH

**Submitted in Partial Fulfilment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Finance**

**FACULTY OF BUSINESS MANAGEMENT
UITM CITY CAMPUS MALACCA**

APRIL 2011

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA,
MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Siti Zubaidah Binti Abdullah, (I/C Number: 880821-05-5038)

Hereby, declare that,

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

Signature :

Date :

LETTER OF SUBMISSION

The Head of Program

Bachelor of Business Administration (Hons) Finance

Faculty of Business Management

Universiti Teknologi MARA

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “A STUDY ON THE TREND TOWARD FINANCIAL STATEMENT ANALYSIS OF PRUDENTIAL COMPANY” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely

SITI ZUBAIDAH BINTI ABDULLAH

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Prudential Assurance Malaysia Berhad (PAMB) is under Prudential plc, United Kingdom and was established in Malaysia since 1924. The foundation why the researcher accomplishes this study is because the researcher wants to see the trend of Prudential's financial statement over the past 5 years starting from 2004 to 2009. In view of the fact that PAMB is under international company, so the researcher want to study the trend of financial ratio of Prudential in 2008/2009 during global economic crisis and distinguish whether during world economic crisis in 2008/2009, is it the financial statement of PAMB was affected or not by the global economic crisis. In a way, the researcher will calculate the ratio analysis in order to know the uptrend or downtrend of company's financial statement.

The researcher will study the factor contribute to the trend of company's financial performance and the researcher also want to recognize what is the best strategy the company can take in order to sustain their good uptrend or what they can do if the financial statement going downtrend.