



INDUSTRY TRAINING REPORT FINANCIAL RATIO & SWOT ANALYSIS MAJLIS PERBANDARAN TAIPING

1st MARCH 2021 – 13th AUGUST 2021

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EXECUTIVE SUMMARY

Every company will have internal and external elements that influence its operations. This study will assess the potential variables influencing Majlis Perbandaran Taiping (MPT) in accomplishing their objectives and maximising profits. Due to the limitations of having the company's financial position for 2019 and 2020, this report has had focusing on financial ratios for 2018. The reason why this report only analysed financial ratios for the year 2018 was that the financial statements for 2019 and 2020 have yet not been gazetted. In addition to that, this report also covered SWOT and PESTEL analysis. According to the study, this firm had a strong liquidity position and a steady ratio for its activity ratio. MPT, on the other hand, has to enhance its leverage and profitability ratios. For example, this company's Return on Equity (ROE) in 2018 was lower than the industry average, implying that 15-20% is regarded as acceptable. Furthermore, the research revealed that technology and the Covid-19 epidemic are dangers to this firm, and the corporation's dependency on financial resources is one of its vulnerabilities. It is advised that this firm find initiatives to strengthen its financial position, as the poor financial position was the primary cause of difficulties such as excessive debt and low income.

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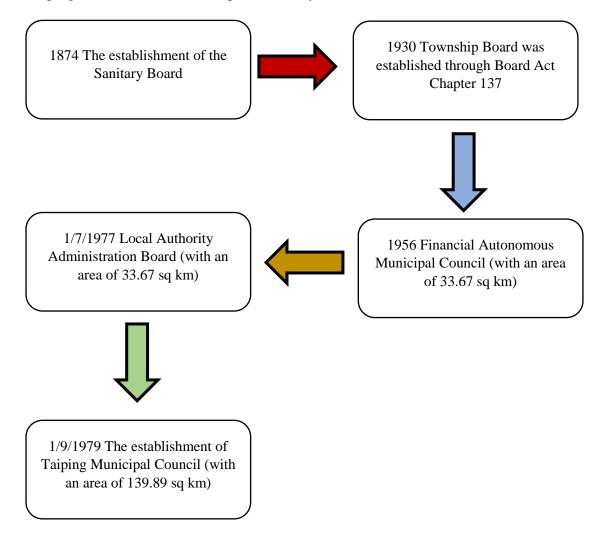
2.0 COMPANY'S PROFILE

2.1 Background of the company

Taiping Municipal Council (TMC) was created on September 1, 1979, with the passage of Act 1714, Local Government Act 1976. TMC is made up of eight Local Government Administration Boards and covers an area of 186.46 square kilometres. This region includes the town centre and its outskirts.

Taiping Municipal Council's job is to ensure and shape the future of the Council area in terms of delivering municipal services to meet the fundamental needs of the community. TMC has developed a vision to make the Taiping Municipal Council region quiet, beautiful, structured, and vibrant in order to attain this goal.

Taiping administration's development history:



In addition to that, I continued to search more about MPT and based on my reading, I have discovered few things such as the administration area of MPT. According to MPT's website, it covers an area of 186.46 sq km i.e. 18,646 hectares and the 16.46 sq km comprises of 12 areas. Those areas are:

1	Batu Kurau	7	Pengkalan Aur
2	Kamunting	8	Simpang
3	Assam Kumbang	9	Sungai Limau
4	Jebong	10	Bukit Gantang
5	Tupai	11	Trong
6	Bandar Taiping	12	Sungai Tinggi

The operating area is 111.47 square kilometres, and is the area that provides local services and is subject to the annual assessment levy. 74.99 sq km is a management field, which means it is not served by local utilities but is subject to managed growth.

Total Population	198 112 peoples
Total Holdings	53 200
Total Shops	4319 units
Total Housing Estates	234

Moreover, Taiping has the highest humidity, with a temperature of 27.7 degrees Celsius and an annual rainfall of 4199 mm. Taiping Municipal Council is a non-profit organisation that offers local government services to Taiping Town and its surrounding areas. TMC's total area is now 116.46 square kilometres, and in order to achieve its goal and vision of making Taiping progressive by reliable, friendly, and quality service, TMC has organised administration and management policies that are in line with modern growth and requirements.

Local Plan

Following on from the Larut Matang, Selama, and Kerian Structure Plans, and in accordance with Section 12 of Act 172, the Council has prepared the Taiping Local Plan in collaboration with the Town and Rural Planning Department (Centre Branch) and consultants. The Local Plan is a concise and detailed plan for a portion of the Council's jurisdiction.

Implementation Administration and Valuation

The Municipal Council has entrusted 9 departments to implement and enforce the policies and decisions made by the Council.

The Local Plan encompasses the following aspects: -

- * Land Use and Industry
- * Town Centre and Businesses
- * Housing and Community Facilities
- * Environment
- * Landscape

Taiping Municipal Council practices 3 levels of administration and management: -

Policy Making and Decision-Making Council

The Council comprises of Taiping Municipal Council Yang Dipertua and 23 appointed Council Members as the local community representatives.

Beautifying,	Sanitation,	Financial
Recreation, Zoo	Licensing and Hawkers	Management
and Tourism	- I lawkers	and Accounts
Opening	Health and	Transportation and Traffic
Tender	Town Services	Committee.
Committee	Committee	Committee:
General	Project	Planning and
Purposes	Development	Development Control Committee
Committee	Committee	Control Committee
Disciplinary	Disposal	Appointment and Promotion Board.
Board.	Board	1 Tomotion Board.

COMPANY'S BACKGROUND

Slogan

Quality Service, Satisfied Clients

Vision

Ensuring a progressive Taiping Municipal Council to make Taiping Town a pleasant place to live in.

Philosophy

Excellence all the time.

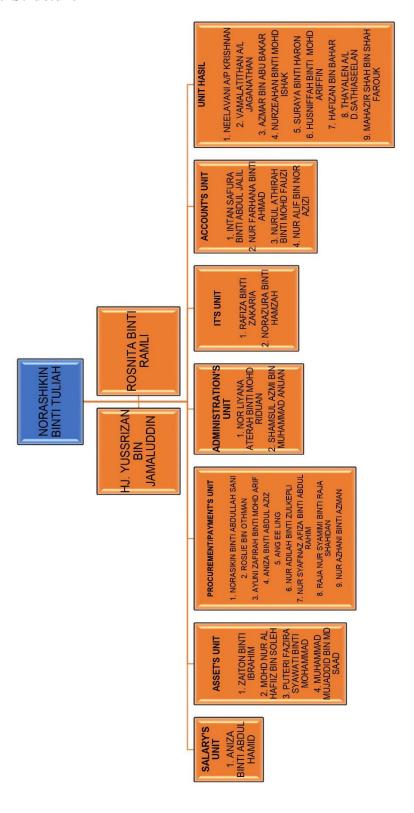
Quality Policy

Creating a committed administration system to provide an efficient service to satisfy the clients with the set standards.

Aim

Assuring the Taiping Municipal Council community's comfort by improving service quality, planning, and control as needed, in accordance with current government policies.

2.3 Organizational Structure



2.4 Products or Services

The most significant contribution made by local government is through excellent service delivery, primarily to people who now seem to have little accessibility. As a result of the Local Government Act of 1976, Malaysian local councils now have a comprehensive set of tasks and obligations. Therefore, here are few products or services that have been offered by Taiping Municipal Council to the citizens.

1. Licensing and managing commercial premises, interim permissions, hawkers and advertising licences

Firstly, the hawker's industry has grown fast in tandem with the district's population growth. The presence of hawkers and minor merchants has added to the locals' enjoyment of the product development. Though the industry is not deemed as a recognised economic sector, the accomplishments and duties of hawkers and micro traders are critical in maintaining citizens' well-being. As a result, the Taiping Municipal Council offers a plethora of chances for merchants by offering a variety of locations for hawkers and small vendors to earn money. The Morning and Night Markets, Ramadhan Bazaar and Aidilfitri Bazaar are among them. Aside from that, the Taiping Municipal Council has awarded business licences to Static Hawkers, Mobile Hawkers, Roadside Stalls, Markets, and others who meet the requirements. Stalls, night markets, morning markets, and daily markets, as well as other activities for static and mobile hawkers, are rapidly spreading over the Council's areas. Every licensed premises licence, market licences, hawker stall licences, entertainment premises, industrial licences, and advertisement licences are handled in order to restrict business expansion in accordance with the imposed legal regulations. All localities seem to have a desire to participate in this event. Bumiputera enrolment has indeed climbed toward more over 30 percent.

2. Providing services, ensuring food quality, ensuring food sale centres are clean, and preventing infectious illnesses.

Aside from that, MPT regulates and supervises the activities of the existing private industry hawker centres. The Council likewise conducts a number of obligatory courses for hawkers and food handlers, with a concentration upon on 5K idea (Kebersihan, Kesihatan, Keselesaan, Keindahan, dan Kesopanan). Notwithstanding various advantages, according to WHO, it is known that street food also cause significant public health hazards. Foodborne infections are exacerbated by a lack of basic infrastructure, insufficient potable water sources, poor hygiene practices, and improper food handling (Kumar Gupta *et al.*, 2017a). Food handlers were identified as a significant risk issue in the food vending industry (Prevolšek, V. *et al.*, 2021). Thus, this factor is the major reason why the Council had to conduct the courses for the hawkers and food handlers.

3. Managing the upkeep of the zoo.

Taiping Zoo is the nation's first zoo, with approximately 2000 animals spanning 160 native and exotic breeds. Throughout the day, visitors may see these creatures in their open-air cages, or they may take a night tour (Night Safari). Taiping Zoo is unique in its own right. It is situated in a beautiful natural environment in Taiping Lake Gardens, near the foot of Larut Hill (Maxwell Hill). The zoo benefits from a wonderful natural location with streams, lakes, and a plethora of greenery, giving it a distinct edge in utilising nature to its full potential.

4. Providing and maintaining public amenities such as marketplaces, halls, sports complexes, swimming pools, playgrounds for children, bus stops, and other recreational amenities.

Taiping Municipal Council is in charge of Taman Tasik. Taiping has several accommodations and services for residents and tourists that want to see the Taman Tasik. In the meantime, a 630-meter-long century tree can be saved in the Car Free Zone, which is a new attraction for Taiping locals. The Car Free Zone officially launched on December 20, 2017, and it includes a zoo and a night safari, as well as running, picnics, yoga, and other activities. It provides smart bike rental company that emphasises family activities and leisure. Cycling Angel delivers smart mobility for short-distance travel, aiding in energy savings, improving urban eco-friendliness, and making life healthier and more enjoyable. For customers or tourists in Taiping Town, Cycle Dios offers three packages: solo trips, historic rickshaw trips, and chartered services. Second,

the Taiping Municipal Council has created a Dataran Warisan for tourists and residents to enjoy.

5. Rental

Renting a hall for a wedding or conference is another service provided by Taiping Municipal Council. Dewan Majlis Perbandaran Kamunting, Dewan Majlis Perbandaran Taiping, Dewan Bunga Raya MPT, Dewan Kompleks Mini Astaka Batu Kurau, Dewan MPT Kampung Jambu, Dewan MPT Sri Kota, and Dewan Taman Bukit Mas are the halls that are under the administration of Taiping Municipal Council. The rental prices for these venues will be included as an appendices.

6. Building and maintaining drainage and traffic systems.

The Taiping Municipal Council will issue tenders and bids to contractors interested in working on the projects. One of the current bids for the contractor is for the construction and maintenance of drainage.

7. e-Services

i. e-Pay

The Administrator Console is used to handle the e-Statement system, such as tax assessments.

ii. e-Complaint

Administrator Console for the Taiping Municipal Council's e-Complaint system.

iii. e-Hadir

Administrator Console for the Taiping Municipal Council's Staff Attendance and Leave Management.

iv. HRMIS

Taiping Municipal Council's Human Resource Management System

v. e-Speks

Inputting payment information for roads, projects, and other such items (according to the departments). For the approval procedure, this system is directly linked (online) to the Negeri Perak State Financial Office.

8. Controlling and planning the development, including the approval of the Layout Plan, Site Plan, and Restructuring Planning Plan.

9.	Building control, including approval of the Building Plan, Application for a permit and issuance of a Certificate of Fitness for Occupation.
10	. Monitoring and upkeep of the town and its fascinating scenery.

3.0 TRAINING'S REFLECTION

3.1 Duration

My internship at Majlis Perbandaran Taiping began on March 1, 2021, and will end on August 13, 2021. The internship will last a total of six months. We are, however, separated into two teams, and my supervisor has instructed that my team and I to work three days a week, on Tuesday, Thursday, and Friday. This meant that I had to alternate my attendance at work with other teams. This is due to the continuing epidemic in the country, and my supervisor has to strengthen the department's SOPs to avoid unfavourable events from occurring. My working hours are the same as usual, starting at 8 a.m. and ending at 5 p.m., but I only work half a day on Friday, from 8 a.m. to 1 p.m. This is due to the fact that both teams will be at work on Friday.

3.2 Roles

I was assigned to the Taiping Municipal Council's Accounting and Finance department. On my first day of work, my supervisor went through the do's and don'ts of the job as well as the responsibilities we would be assigned throughout the internship.

Among the various responsibilities that I must complete during my work in this department is the disposal of documents such as payment slips, asset loss reports, and others. According to what I have gleaned, these records must be disposed of after 7 years. Based on my reading, it helps to minimise storage costs and enhance retrieval efficiency. Another task that I have gotten from my department was sending memo to other departments. From this task, I have learnt on how to communicate with the staffs and get to know those staffs from other departments. It also helps to build connection with the staffs.

Other than that, I also received task such as issuing payment voucher and helping staffs to photostat payment voucher. There were few times where I had to help my supervisor to extract information from few accounts such as 'Akaun Amanah' and 'Akaun Kelompok'. This task has been given to me since the staffs are preparing for auditing and through this task, I have to find a reference number from the 'Jernal', payment code and debit and credit amount.

3.3 Gains

Motivation is regarded as the major factor underneath an individual's participation in any endeavour. Workers today, particularly libraries and information science (LIS) professionals, anticipate and demand harmonious relationship in addition to seeking fulfilment in their job (R.Singh, 2016). Indeed, they are driven by factors other than what labour generally provides.

According to the findings, involvement in the task (intrinsic motivation—34 percent) was the most important motivator in three of the four groups. Surprisingly, just 11% of respondents (11%) viewed money to be a key incentive (R.Singh, 2016). Other research mentioned that, extrinsic and intrinsic motivation are important drivers of crowd worker CPI and IPI. According to Wu Wei and Gong Xiang (2021), these findings are compatible with self-determination theory, which proposes that two types of self-determining incentives shape individual behaviour: extrinsic and intrinsic motives. Thus, I am going to share the intrinsic and extrinsic rewards that I have received throughout my internship at Taiping Municipal Council's account and finance department.

The first intrinsic value that I have received during my internship is professionalism. Working in a professional atmosphere for the first time might be challenging. However, real-life, hands-on experience is the greatest method to learn how to negotiate the working world. The ability to speak with people in a professional context is one of the most useful abilities that I have gained during my internship. Interactions with supervisors or colleagues are not the same as interactions with lecturers or other students. Throughout my internship, I believed that I had a deeper understanding on how to conduct professionally. This will be extremely beneficial once I begin job hunting since I would be more optimistic and appear very thoughtful and competent in an organizational environment. For instance, during my internship, I had to assist clients who wish to pay for land taxes, rent, or make other payments. As an internship student, I must now demonstrate professionalism. We should, in my opinion, have strong interpersonal skills so that we can easily communicate with individuals, particularly elderly clients.

Next, without teamwork, teams do not function effectively. Teamwork is essential for the success of any organisation. To own a tangible and long-lasting profession, I must be able to interact well with each other, hence why teamwork has become so vital in the working environment. Teamwork provides an opportunity to learn from each other's errors. I can prevent making mistakes in the future, receive clarity from different points of view, and acquire new ideas from the knowledgeable people. Workplace cohesion is created by togetherness, shared goals, teamwork, and enthusiasm. Teammates might have a stronger feeling of success as a result of this, since they are jointly responsible for the performance produced. As for example, my colleagues and I worked together to complete duties assigned by the supervisor or other staff. Among the duties we have completed successfully is the retrieval of data for audit.

Professional and corporate ethics cannot be learned in a lecture hall; it must be learnt via observation and imitation. Numerous young graduates seem rarely used to working in professional settings therefore may struggle to make the inaugural shift, which can have serious implications. As a result, learning how organizations work as well as how humans interact with one another could perhaps offer me a leg up; as it came to creating an early perception, this might genuinely put me apart from my colleagues.

The final skill that I got throughout my internship was the ability to work under pressure. We cannot escape from tension at work. In fact, it is synonymous with achievement. Of doubt, school and college may be hectic, however there is a distinction to be made whenever it came to our real profession. We are under pressure to execute adequately, interact effectively with our co-workers and supervisors, as well as, inevitably, to keep our heads above water so that we may make a living. Though it might not appear to be as catastrophic, comparable events could arise throughout our professional experience. As an example, if I want to complete my internship successfully and enhance my abilities, the pressure I am under may be equally as challenging. However, understanding how to cope with stress ahead of time will give me peace of mind for such scenarios in my future career.

Other than those skills, I received several knowledges while doing internship at Taiping Municipal Council. The asset acquisition application procedure from other departments is one of the things I learned during my internship in the accounts and finance department. Not only that, I also learnt about the local order procedure. Something that I have discovered is that every application must be completed before being forwarded to the accounting and finance department. This is due to the department's charter, which states that each application will require 7 working days. The local order process will thereafter be given. If the application is discovered to be incomplete throughout the local order procedure, the accounting and finance department will return the application form to the applying department. The absence of a signature from the officer is one of the issues that arises when the form is incomplete.

Then, throughout my internship, my supervisor outlined some of the many types of accounts and their functions. Trust accounts are one type of account. Debits and credits can occur in this trust account at the same time. It exists for a specific reason or a new action, such as altering a void check, is about to begin. However, in order to avoid anomalies, this account must be terminated after two years. This trust account is taken from the balance sheet. I then learnt about 'Akaun Kelompok'. This account will be used to account for the next council's revenue,

which will be paid directly to the state bank. It can also be recorded in the 'Akaun Pelbagai', and when this result is known to occur, it will be recorded in the 'Akaun Kelompok'.

Other than that, one of the staffs from my department had explain to me on Local Order. From what I have learned, Local Order is a method of obtaining goods or services from the government or its agencies. If you are in a private corporation, call it a P.O., which stands for Purchase Order. The terms PO and LO refer to the same document, which is an official document or letter specifying that they will purchase the product or service at the agreed-upon price and specifications. The LO normally takes time to prepare because it is a government practice that allows an approved officer to sign the LO after the clerk or staff prepares it and this is based on the quote that has been obtained and decided upon. The LO will be sent to the contractor or supplier until it has been authorized.

In addition to that, there were a few moments when I had to label and fill out bank statements and EFTs. EFT stands for Electronic Funds Transfer. It is a means of transferring payments straight from one bank account to another that does not require the usage of physical currencies. One of the most frequent EFT systems is direct deposit, in which salary is put straight into an employee's bank account. EFT, on the other hand, applies to any electronic fund transfer, including credit card, ATM, Fedwire, and point-of-sale (POS) transactions. It can be used for both credit and debit transactions, such as payroll payments and mortgage payments. For company government receipts, the Ministry or Department must select a bank that also serves as a Payment Gateway Provider.

Finally, I able to learn on how the process at Unit Hasil happens daily. Through this activity, I acknowledge that there are few counters that are available at Unit Hasil and those counters are 'cukai taksiran', 'sewaan', 'aduan', 'pembayaran' and also 'perlesenan'.

However, I did not earn a salary or a bonus throughout my internship. Everything, including accommodation and meals, is on me. Even though I do not earn any extrinsic rewards, I had a great time working here since I was able to network with my supervisor, the staff, and make new friends. I am grateful to have them guiding me through my internship.

4.0 COMPANY ANALYSIS

4.1 Introduction

Company analysis is a method used by shareholders to analyse stocks via gathering information about the company's profile, goods and services, as well as financial performance. It is often known as 'fundamental analysis.' A company analysis includes fundamental information regarding the firm such as the mission statement and vision, as well as the objectives and values. Throughout the business research process, a shareholder evaluates the firm's background, concentrating on activities that have shaped the firm. A firm study will also determine the products and services provided by the firm. According to Aithal P. S. (2017), the shareholder can analyse numerous management components of a firm using the same scenarios, strategies, and difficulties that executives face on a daily basis using company analysis. The fundamental analysis entails estimating the stock's intrinsic value by examining microeconomic fundamentals and the factors that influence its value. Such considerations comprise the firm's expansion potential competitive considerations, and projected return on equity or assets (Aithal P. S., 2017). The shareholders can learn what decisions and actions caused the problem in the business's collapse to capitalise on enormous potential in such a fierce competition, and what administrative decisions resulted in immense success and a turning point in the successful organization in aspects of realising its corporate goals.

A few steps can be taken to conduct the company analysis, the first of which is to determine which type of research will be most advantageous to the firm. The next process is for the shareholder to conduct thorough study on the techniques for analysis. To conduct a company analysis, it is necessary to first comprehend the desired conclusion. Based on a rigorous examination, the analysis should offer answers concerning what is executed correctly and incorrectly. As a result, it is critical to select the appropriate analytic techniques. The third process is to apply the chosen technique for doing the financial analysis into action. It is critical that the study cover both internal and external elements impacting the firm. Following that, all key discoveries should be backed by statistics. The final step is to go over the findings. The flaws are then sought to be remedied. The company analysis is performed to resolve challenges and determine potential solutions. The company analysis is performed to create a picture of the firm at a certain period, hence offering the best strategy to improve a company both internally and externally.

There are few advantages of doing company analysis and the first advantage is to be able to recognized the strength of the company. The true test will be determining the company's financial soundness and capacity to pay back the loans. Regardless of how excellent or awful administration or other elements are, financial success is what ultimately matters. Next, it aids in establishing the fair value of a firm and assessing whether it is undervalued or overpriced. The value investors would want to buy the stock if the present market value is less than its intrinsic value, and they would like to sell a stock if the market rises well over the intrinsic value. As a result, fundamental analysis is critical in stock selection. Lastly, do you know that company analysis helps to predict the future price movement? Yes, it examines the sector and the economy to estimate the future price changes of the stocks. Depending on various characteristics, the fundamental analyst strives to forecast the future stock price.

In this report, I will use the financial ratio analysis method, which includes the liquidity ratio, leverage ratio, activity ratio, profitability ratio, and market ratio. In addition, the SWOT analysis will be used in my report so that I can identify the internal and external factors impacting the company's performance.

4.2 Financial Ratio Analysis

Ratio analysis, often known as financial ratios, has been shown to be helpful in estimating a firm's profitability and financial situation. Throughout the ratio analysis procedure the business in question normally incorporates certain stakeholders such as customers, administration, firm shareholders, suppliers, rivals, and other parties involved. The fundamental motivation for the application of ratio analysis in the nineteenth century was to comprehend the strength of financial institutions as well as the change in impact on organizational culture. Thus suggests that ratio analysis was effective in evaluating the firm's credit policy and administrative strategy to debt repayment. According to Bint-Tariq and Nobanee (2020), ratio analysis is particularly vital since it may anticipate a firm's demise as early as five years before it collapses. As a result, ratio analysis is a strong technique that is highly important in the organizations since it is being used to analyse a firm's debt and potential collapse in the near future (Al Dhaheri and Nobanee, 2020).

Finance ratio analysis may assist financial and business managers evaluate adequate profitability for the company organisation, which is useful in defining targets for good performance. By examining the financial data of the industry standard, the business may determine what is a reasonable performance and strive to greater performance. Next, financial ratios are a valuable tool for analysing a firm's performance over time, as demonstrated by the use of time-series or trend financial ratio analysis, which allows companies to examine financial performance over timeframes like quarterly or yearly. Finally, it has been widely applied to draw comparison assessments on the performance of companies. Financial ratios are compared to those of key rivals to determine if a firm is functioning well or poorer than the market average. In this report, I will integrate both trend analysis and comparison analysis methods.

4.3 Trend Analysis (Year 2018 - 2020)

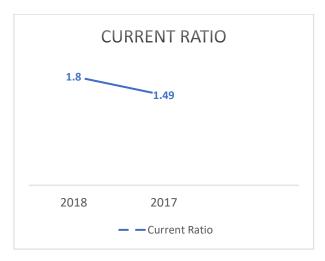
LIQUIDITY RATIOS			
		2018	2017
1.	Current Ratio	1.80x	1.49x
2.	Quick Ratio	1.80x	1.49x
3.	Net Working Capital	8 784 725	6 055 638
	LEVERAGE RA	ATIOS	
		2018	2017
1.	Debt Ratio	0.56x	0.47x
2.	Debt to Equity Ratio	1.26x	0.88x
	ACTIVITY RATIOS		
		2018	2017
1.	Average Collection Period	5 days	-
2.	Fixed Asset Turnover	2.23x	-
3.	Total Asset Turnover	0.72x	-
PROFITABILITY RATIOS			
		2018	2017
1.	Gross Profit Margin	55%	59%
2.	Net Profit Margin	4.81%	14.40%
3.	Return on Asset	3.46%	-
4.	Return on Equity	7.09%	-

Table 1

4.4 Summary of Trend Analysis

4.4.1 Liquidity Ratio

a) Current Ratio



Graph 1

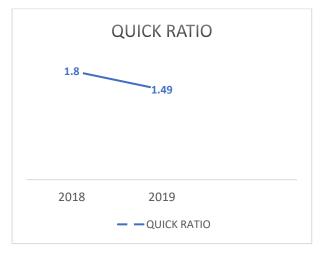
YEAR	CURRENT RATIO
2018	1.80x
2017	1.49x

Table 2

Current Ratio = Current Assets/Current Liabilities

The current ratio generally reflects a company's efficiency to cover its short-term liabilities with current assets. The company does have more and adequate assets to service its short-term debt as this liquidity determinant grows greater. As a result, the insufficiency of the aforesaid requirements jeopardises the sustainability of business activities (Zarei, H., Yazdifar, H., Dahmarde Ghaleno, M. and Azhmaneh, R., 2020). Current liabilities are liabilities that must be paid within a short period of time, often one year. Based on my research, I can infer that this firm has a strong liquidity position in 2018 and 2017. This may be observed in 2018, where the current ratio is 1.80x and 1.49x in 2017. According to the two-year report, this firm has maintained a solid current ratio, implying that it is in a great position to handle unexpected cash demands. By analysing its current ratio, I can conclude that this firm is able to pay its debts promptly.

b) Quick Ratio



Graph 2

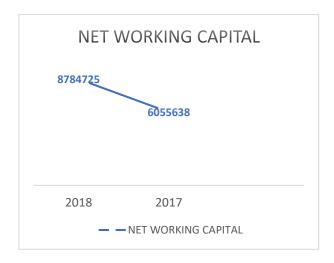
YEAR	QUICK RATIO
2018	1.80x
2017	1.49x

Table 3

Quick Ratio = (Current Assets – Inventories) / Current Liabilities

The quick ratio measures the ease with which cash as well as other current assets may be turned into cash and then used to converge the short-term commitments of the firms (Alkadmani, Lara & Nobanee, Haitham, 2020). The lowest ratio has been reported in 2017 which implies that it could only meet 1.49 or 149% of its short-term obligations using the current assets also the cash. However, the quick ratio is increasing a year after that, reaching 1.80x or 180% in 2018. This indicates that there had been a decent trend in this firm, and an organization with a quick ratio of 1.0 or more indicates that the company is viable and capable to pay back its liabilities. As a result, this firm may be able to safeguard its financial position in the near future.

iii. Net Working Capital (NWC)



Graph 3

YEAR	NWC
2018	8 784 725
2017	6 055 638

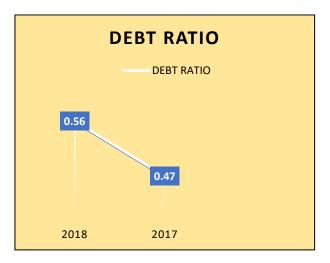
Table 4

NWC = Total Current Assets - Total Current Liabilities

Net Working Capital (NWC) is used to measure the liquidity in a firm and how it uses its capacity to fulfil the short-term obligations while also funding business activities. When net working capital is considerably positive, it implies that the short-term cash accessible from current assets is more than enough to cover current liabilities as they are due. If the outcome is sufficiently negative, the firm would not have enough cash to meet its current liabilities and it may experience insolvency. As for this firm, its NWC in 2017 was 6 055 638, and it increased by 45.07 % to 8 784 725 in 2018. This indicates that this firm has the capacity to swiftly build up its operations and has a consistent quantity of cash reserves to do so.

4.4.2 Leverage Ratios

i. Debt Ratio



Graph 4

YEAR	DEBT RATIO
2018	0.56 / 56 %
2017	0.47 / 47 %

Table 5

Debt Ratio = Total Liabilities/Total Assets

The debt ratio is a financial ratio that is being used to analyze the percentage of a firm's assets that are supported by debt. It is defined as a description of the relationship between a firm's total debt and assets. It demonstrates how much of a firm's funding comes from debt, making it a useful tool for determining a firm's long-term viability. A smaller ratio is preferable in generally. Debt ratios of 0.4 or lesser are seen advantageous from a risk standpoint, but debt ratios of 0.6 or greater makes borrowing money extra hard. As for this company, the lowest debt ratio is 0.47x or 47% in 2017 and the highest is 0.56x or 56% in 2018. This indicates that this firm will not really having major difficulties in borrowing money in the future especially in 2017 because it is deemed low leveraged, implying that the majority of its assets are completely owned.

ii. Debt-to-Equity Ratio (D/E Ratio)



Graph 5

YEAR	DEBT-TO-EQUITY
	RATIO
2018	1.26x
2017	0.88x

Table 6

Debt-to-Equity Ratio = Total Liabilities/Total Equity

D/E ratio is a way of measuring of how much of a company's activities are funded by debt as opposed to entirely owned money. It expresses the capability of stakeholder equity to satisfy all existing obligations in the case of a business catastrophe. It increased from 0.88x in 2017 to 1.26x in 2018. This may be inferred that this business was capable to fund its operations with an equivalent amount of debt and equity in both year 2017 and 2018. In addition to that, as the debt is getting lower, then the possibility of facing bankruptcy will be decreasing too because the firm will earn recurring interest payments even when the sales are low. A low debt-to-equity ratio in 2017 implies that this firm may be able to produce enough cash to meet its debt commitments. A low debt-to-equity ratio, on the other hand, may suggest that a firm is not taking advantage of the higher earnings that financial leverage may offer.

4.4.3 Activity Ratios

i. Average Collection Period (ACP)



Graph 6

YEAR	ACP RATIO
2018	5 days

Table 7

Average Collection Period (ACP) = [Average Account Receivables/(Sales/360)]

The average collection period indicates the number of days it takes to turn the company's assets into cash. The extent to this being helpful for a business is determined by the company's dependency on credit sales to create profit however a large amount in accounts receivable could be a big problem. ACP is important in conserving the liquidity of the company and undoubtedly, receiving pay for products or services delivered in a prompt way is critical for a business. It helps the firm to preserve a degree of liquidity, allowing it to paying for current costs and obtain a sense of when it might be able to make major acquisitions. In aspects of account receivable, this firm took 5 days in 2018 to receive payments due by its clientele. This demonstrates that this firm was progressively productive by collecting payments as this company able to collect payments within 30 days. In my personal view, this company might be having a very lenient in its payment terms and that is the reason why it is able to collect payment below than 30 days.

ii. Fixed Asset Turnover (FATO)



Graph 7

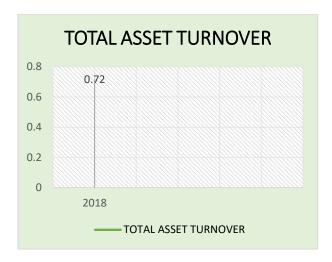
YEAR	FATO RATIO
2018	2.23x

Table 8

Fixed Asset Turnover = Sales/Average Fixed Assets

The FATO ratio is a ratio that analyses a firm's total sales to its fixed assets. This ratio indicates how successfully and effectively a firm generates income from its fixed assets. The ratio shows how productive fixed assets are in revenue generation. When a firm's FATO ratio is massive, it indicates that it is effective at handling its fixed assets. FATO in 2018 was 2.23x and it is favourable to have a higher ratio of 2.5 and above as it implied that the company is efficient in generating its sales from its assets. In the case of this firm, the FATO ratio is acceptable and also an advantageous for a firm, indicating that it has lesser cash invested in fixed assets at each unit of revenues.

iii. Total Assets Turnover (TATO)



Graph 8

YEAR	TATO RATIO
2018	0.72x

Table 9

Total Asset Turnover = Sales/Average Total Assets

The TATO ratio is an efficiency ratio that compares sales revenue to average total assets to determine a firm's capacity to produce revenues from its assets. In other sense, this ratio demonstrates how well a business can use its assets to create revenue. The greater a firm's TATO ratio, greater efficient it is in raising money via its assets. In contrast, a poor TATO ratio shows that a firm is not effectively utilising its assets to produce revenue. This implies that this company did not making good use of its assets, as it had a ratio of 0.72x in 2018. As a conclusion, this company was failed in obtaining a desirable TATO in 2018 due to its low income, which dropped by -71.04% from 2017. In addition to that, it forecasts a decrease in total assets of -6.11% in 2018 from 73 158 925 in 2017 to 68 688 407 in 2018.

4.4.4 Profitability Ratio

i. Gross Profit Margin (GPM)



Graph 9

YEAR	GPM RATIO
2018	55%
2017	59%

Table 10

Gross Profit Margin = Gross Profit/Sales

The GPM ratio is a profitability ratio that analyses a firm's gross margin to its net sales. This ratio assesses how lucrative a firm's inventory or goods sales are. In other terms, the GPM ratio is the percentage surcharge on product based on its costs. It seems to reason that larger ratios are better. Greater ratios indicate that the firm is selling its goods at a greater percentage of profit. This firm's GPM is dropping year after year, with the greatest GPM ratio of 59 % in 2017. The following year, it had plummeted to 55% in 2018. This indicates that every RM produced in 2017, RM0.41 will go toward the cost of products sold, while the remainder of RM0.59 may be utilised to cover expenditures. In 2018, the firm will only be able to meet its expenditures with RM0.55. This indicates that the firm will have a smaller cash to cover it in 2018. There are a few options for this firm to solve the situation, the first of which is to purchase the inventory at a lower cost. If the firm could obtain a massive purchase discount while purchasing inventory or discover a less costly supplier, its ratio would rise since the cost of products sold will indeed be reduced. Following that, this company can figure out how to mark-up items. A greater ratio would come from marking up products. Nevertheless, this should be

achieved in a competitive manner; else, the items will be excessively pricey and less people will buy via the firm.

ii. Net Profit Margin (NPM)



Graph 10

YEAR	NPM RATIO
2018	4.81%
2017	14.40%

Table 11

Net Profit Margin = EAT/Sales

Net profit margin, often known as net profit ratio or simply profit margin, is the amount of profit made for each RM of profits generated over the time. A higher net profit margin shows that the organisation was capable of covering all of its expenditures while still retaining a share of income that was greater than total expenses. One of the factors that influencing net profit margin is sales growth, which reflects the firm's utmost capability in earning high profit that the company is able to refund or pay the investment in the future (N.Husna and R.Desiyanti, 2016). The firm where I interned appears to have an issue with its net profit margin, which has been declining for the two years in a row. NPM in 2017 was higher compared to 2018. MPT had successfully hit 14.40% of NPM in 2017 whereas it fell to 4.81% in 2018. This means that the firm is generating fewer money than it is spent in 2018 also the net income of this year was lower too compared to the net income in 2017. It decreased by 71.04% of its net income. This firm may increase its NPM by boosting its income, such as through selling its products and services. It has the authority to raise rental rates or licence fees.

iii. Return on Assets (ROA)



Graph 11

YEAR	ROA RATIO
2018	3.46%

Table 12

Return on Assets = EAT/Average Total Assets

Return on assets (ROA) is a profitability ratio that calculates the rate of return on a company's assets. It is one of the several types of return on investment (ROI). It calculates the amount of net income produced by a firm's assets. It stands to reason that a larger ratio is more appealing to shareholders since it demonstrates that the firm is more successfully handling its assets to generate larger amount of net income. The ratio of ROA in 2018 was 3.46%. A positive ROA indicates that the firm is good in generating money. In my opinion, MPT can actually raise its ROA by reducing its expenditures so it can raise the amount of money it keeps. In order for MPT to increase its ROA, it can analyse all of its assets to identify which ones are not contribute to operating performance. Selling non-used fixed assets such as vehicles and then leasing or renting them as needed is an efficient approach to decrease equipment expenses.

iv. Return on Equity (ROE)



Graph 12

YEAR	ROE RATIO
2018	7.09%

Table 13

Return on Equity = EAT/Average Total Equity

Return on equity (ROE) is a profitability ratio that is derived by multiplying net income by investors equity. ROE is defined as the return on net assets since shareholders' equity equals a company's assets less its debt. ROE is an indicator of a company's profitability in proportion to its stockholders' equity. In 2018, MPT produced a 7.09 % return on equity, which was below the industry average. ROE is a basic yet useful ratio that depicts the different components that individually measure the overall stock quality. MPT's below-industry ROE is unsatisfactory, as its returns were insufficient to pay its own cost of equity. However, because of its appropriate level of leverage, shareholders can be more convinced in the sustainable development of MPT's return, which may raise if the firm wants to continue increasing its debt levels. ROE is a useful indicator, but it is by no means adequate to make an investment choice on its own.

Based on my analysis on financial ratios, I discovered that this company's leverage ratio and possibility ratio such as GPM and NPM need to be improved, since they have shown a reduction in 2018.

As for the leverage ratio, both Debt Ratio (DR) and Debt-to-Equity Ratio (DER) showing an uptrend in 2018. DR, also known as the debt to assets ratio denotes the proportion of total assets that are funded with debt and, as a result, the degree of financial leverage. The greater the debt percentage, the larger the amount of financial leverage and, as a result, the greater the risk of investing in the firm. This assessment takes into consideration all of the firm's commitments, not simply the loans and bonds that are due, as well as any tangible assets and intangibles. The first way to improve DR is by issuing new additional stocks. The firm might issue new or extra stocks to increase its cash flow. In return, this money can be used to settle existing commitments and reduce the debt load. A research by Malvika and Sushanta (2021) stated that if people do not have enough money to cover economic burden, they may fall further into debt or declare bankruptcy, which can have serious consequences. The mortgage decrease would result in a reduced DR.

There are few ways to improve the profitability ratio of a firm and firstly, MPT may improvise or launch new products or services. They can enhance income for their firm in this manner. Taiping has been named as the third world's most sustainable city, and this is a chance for Taiping to promote new activities and present itself as an appealing tourism destination. Activities in the zoo are among those that may be added or enhanced. Taiping Zoo and Night Safari were a little dull in my experience towards the end of 2020, and the zoo should add activities like animal shows. Not only that, the zoo might add a butterfly or snake garden to entice visitors to visit. Furthermore, since the Taiping Museum is the oldest museum in Peninsular Malaysia, I believe that many fascinating activities can be done here, such as MPT can hosting a live demonstration of tin mining processes, as have been done at the Kinta Tin Ore Mining Museum. Interesting events like this might not only pique the curiosity of strangers, but also the local. When a large number of people become interested in visiting such locations, it can not only enhance MPT's income but also inspire people to learn more. Finally, a recent study stated that effective promotional efforts, well-kept and clean facilities, and better amenities and services are required to maximise tourist satisfaction (Bhuiyan, M. A. H., & Darda, M. A., 2020). Next, MPT can improve its GPM by reducing the cost of products sold while maintaining its selling price. The gross profit margin is defined as the differential between revenues and variable expenses and other costs that may be linked to a customer, such

as customer acquisition and retention costs (Kozielski, R., Dziekoński, M., Pogorzelski, J., & Urbanek, G., 2017). A reduction in the cost of products sold will result in an increase in the GPM. Finding lower-cost suppliers, purchasing cheaper raw materials, utilising labour-saving technologies, and outsourcing are all strategies to reduce the cost of goods supplied. It should be noted that the greater the gap between cost of products sold and sales, the greater the GPM. For instance, MPT can develop a methodical methodology for dealing with suppliers, whether new or current, to minimise COGS. A company will want its suppliers to be successful in the same way that it is, but it will also want to avoid putting too much money at risk. MPT can ask for a discount from the suppliers in purchasing foods for the animals at the zoo or buying pesticide spray in bulk for fogging activities. Lastly, improving the company's profitability may help its to save money, boost turnover and production, and plan for change and development.

4.5 SWOT Analysis

SWOT analysis is a powerful planning tool pioneered at Stanford in the 1970s. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats and is a systematic planning approach for evaluating the four components of a company project, or commercial endeavour. SWOT Analysis identifies a firm's strong and weak areas by evaluating the factors in its environment, whilst environmental opportunities and threats are determined by analysing the components outside its environment (Gürel, E., 2017). Strengths and opportunities are beneficial in achieving corporate goals. They are advantageous to businesses. Weaknesses and threats are detrimental to attaining corporate goals. They are detrimental to organisations. Organizations' strength is a quality that gives value to something and distinguishes it from others. Strength denotes that something is stronger favourable than anything else. In this context, strength alludes to a good, advantageous, and innovative trait. Weakness is defined as a lack of the essential form and ability for anything. Weakness denotes that something is significantly unfavourable than anything else. In this sense, weakness is an undesirable and perhaps unattractive quality. A circumstance or environment that is conducive to an action is referred to as an opportunity (Gürel, E., 2017). Opportunity is a benefit and the impetus for an activity to take place. As a result, it has a beneficial and good feature. Threats are damaging external factors beyond which company has had no control. Threats can take various forms, such as a new rival, restricting regulation, or aggressive takeovers. There are few importance of SWOT analysis and the first is a SWOT analysis provides businesses with transparency into their existing situation, allowing them to comprehend and assess overall corporate performance. Secondly, it enables a company to assess its own strengths, which can then be used to effectively explore the industry and accomplish commercial objectives. For instance, a study was done on the Malaysian Islamic medical tourism industry, and the ambiance resulted in patients getting a pleasant view toward the facilities, as well as an increase in the number of foreign inward patients wanting Islamic medical care (Mohezar, S., Moghavvemi, S., and Zailani, S., 2017). Finally, it enables companies to get insight into their limitations and possible areas for growth. This knowledge assists them in planning for and mitigating potential hurdles, guaranteeing long-term corporate success.

4.5.1 Company's Analysis (SWOT and PESTEL)



STRENGTHS WEAKNESSES



- Has a strong liquidity position.
- The ability of Taiping Municipal Council in dealing with the issue of tax arrears.



- Technologies and systems that are not being used to their full potential.
- Placing high reliance on local authorities.

OPPORTUNITIES THREATS



- Get an annual fund from the Ministry of Housing and Local Government (KPKT).
- Nominated as the world's third most sustainable city, which can help it become a tourism destination.



- Placing high reliance on local authorities.
- Covid-19 pandemic affecting the firm's financial position.



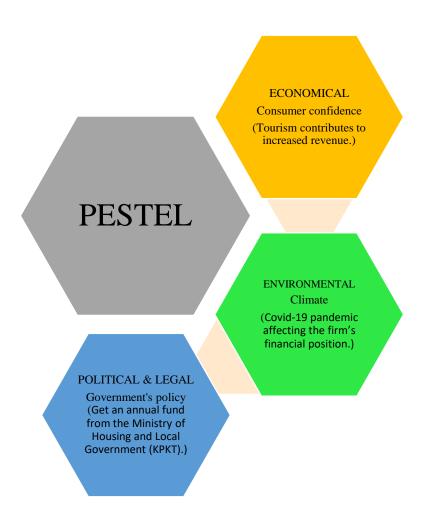


Figure 1

5.0 DISCUSSION AND RECOMMENDATION

a. Strengths

i. Has a strong liquidity position.

This company appears to have a very solid liquidity position, as it has increased its Current Ratio and Quick Ratio for two consecutive years, which are 2017 and 2018. MPT might have a large amount of cash or liquid assets on hand and can readily pay any obligations that may become due in the near future, this is an indication of strong liquidity and financial wellbeing for MPT. The Quick Ratio is a more stringent indicator of liquidity to determine the liquidity position in MPT. Company's inventory and account payables are not considered liquid assets in the quick ratio. During the period of internship, all of the staff in the accounts and finance department performed an evaluation of all involved parties and events, an affirmation of it and head back view into live data, as well as an update based on current advancements to enhance their liquidity position. To conclude, having a strong liquidity position is one of the most important components in a firm and this can be supported by a study from Asif (2019), stated that if financial managers wish to achieve long-term financial growth, they should concentrate on liquidity management strategies and components.

A few strategies to improve the company's liquidity situation are to get rid of useless assets that the organisation is merely holding. The sole purpose to invest in assets like buildings, equipment, and cars is to create income. MPT can then keep its overhead costs under control. Analyse their expenditures on rent, labour, operating expenses, branding, and so forth. They will be astonished at how many of these are superfluous. Reduce their spending on them, and their short-term costs will naturally decrease. The amount of cash they can keep in the firm grows as well. Their CR and QR soon begin to seem rather remarkable.

ii. The ability of Taiping Municipal Council in dealing with the issue of tax arrears.

It can be inferring that MPT is capable of managing assessment tax well when the present assessment of proportionate holdings and holding transfer information reaches a performance level of 100 % based on an analysis of MPT's client charter accomplishments from January to June 2020. Even though we are living in a pandemic of Covid-19 however, this does not prevent the firm from continuing to neglect in collecting taxes. As a result of the epidemic, they took the initiative to hold tax collection online, making it simpler for consumers to pay their tax revenue online. According to a study from Lucy (2019), the procedure of collecting taxes is critical in the taxation system since its performance directly influences the quantity of money generated and has an effect on equity and efficiency however, in 2020, the MPT successfully collected taxes.

I would like to recommend to MPT that instead of utilising the e-System, system facilities such as ATMs could be provided to assist tax payment. This is because everyone wants to avoid getting crowded at the checkout desk during the Covid-19 epidemic. Some residents may not have the ability to pay online, therefore they can pay the assessment tax using the ATM system. Using this approach will make it easy for people from all walks of life to pay their taxes. If elderly folks are unable to use the ATM system, they can still utilise the service at the counter, reducing congestion at the payment counter. Furthermore, MPT might offer incentives for the payment of income or compound. As it has been the standard in life that people enjoy discounts, this may also assist speed up the collection of revenue and fines by society. As a conclusion, the issue of late tax collection may be solved, potentially increasing income for MPT.

b. Weaknesses

i. Financial resources are limited.

This company has one of its key weaknesses when it comes to inadequate financial resources. This is because MPT is controlled by the state government, it is only logical for this company to 'share' the cash distribution with other Perak districts. It will be tough for this firm to deal with a variety of issues, including the purchase and upkeep of assets. Not only that, the Taiping Zoo and Night

Safari is also one of the financial resources for MPT, and due to the pandemic, they are confronted with a difficult challenge due to the high expense of animal care. The zoo was unable to function when the government imposed an MCO rule due to the covid-19 outbreak, and as a result, there was no money to aid the company in generating profit. Hence, this is one of the reasons why MPTs are unable to maximize their financial resources.

It can improve its financial resources by improving its marketing. This company's marketing, in my opinion, is out of date, therefore now is a fantastic time to search for methods to enhance it. The first step that can be taken is by offering newsletter to the customers. When attempting to enhance total consumer reach, it is critical to boost the efficiency of different marketing channels in order to decide which efforts will provide the highest ROI. Email marketing should be one of the top objectives when attempting to expand market reach and improve revenue. People on its mailing list are always on the lookout for email updates. When a company is attempting to increase the consumer reach of a certain promotion, the email should have been the first place to look. The vast majority of its subscribers will browse through to the ad, but some might purchase. For example, Taiping Zoo and Night Safari can utilise this approach to allow clients to purchase tickets online. Secondly, MPT can use social media to promote theirs services and activities with the followers. Many companies utilise social media sites like Twitter and Facebook to create new leads and connect with their consumers. A growth in consumer outreach on media platforms may be evaluated by a rise in content views. By sharing useful information and engaging with the customers can help to expand the marketing in this firm.

Having an effective management of assets is also one of the ways to improve the financial resources of this company. This is another significant factor that influences organisational performance. A firm's assets comprise both physical and intellectual property. A firm may optimise production by guaranteeing that its assets are adequately serviced and that it has rights for its intellectual property. The importance of good resources planning in a business cannot be overstated. It is a significant source of organisational stability. According to a review of the literature, financial performance in a firm, for example, can be

accomplished with strong strategic planning structures in place. This is also widely accepted that big companies have well-defined resource software applications, that primarily ensures that resources are distributed fairly in order to improve overall organisational performance. As a result, since a firm's performance is linked to its capacity to successfully manage, it then must implement efficient resources monitoring systems.

ii. Technologies and systems that are not being used to their full potential.

Technology in business is becoming increasingly important. The corporate sector is growing increasingly technical as time goes on. Business thrives on innovation, and because technology paves the path for it, we might argue that industry needs technology to thrive. MPT, on the other hand, does not make the best use of technology and systems. The MPT website is not used for marketing purposes by staff which they can actually utilize it to promote their e-pay or other services provided by them. If the MPT ignores this issue, it will cause a slew of issues.

Firstly, technology has the potential to improve a business growth. Technology has the potential to play a significant role in the development of efficient operations. It may assist business in reducing or eliminating duplications, mistakes, and delays in business workflow, along with speeding up by automating particular activities however in MPT the staffs do not make the best used of the technology and systems. The MPT can strive to promote activities that can be done in Taiping or urge the public to continue in supporting small businesses who are under the supervision of the MPT by utilising as much technology as feasible. This is the time for them to utilize social media platforms such as Instagram, Facebook, and Telegram. There are several advantages to selling online. For one, setting up an online business has much cheaper beginning expenses than a traditional store since we do not need to pay for a huge physical space. As an outcome, you may get started quicker and with minimal cash which is one of the ways for MPT to reduce the expenditures of the company (Chaturvedi, D., 2019).

As for the demographic influences, it can be seen that there most of the staffs in MPT are baby boomers thus they might be struggling with technology that might be one of the factors why they are not using technologies to their full potential. Due to their vast numbers, Baby Boomers are fiercely competitive and thrive, particularly in the workplace. However, they are finding it difficult to continue succeeding due to job pressure from younger generations and a lack of technological expertise (Glass, 2007; Venter, E., 2017). In a nutshell, a variety of outcomes that may arise if technology is not employed as effectively as possible. With the advancement of technology and processes throughout time, it should be able to facilitate MPT in becoming a more efficient and productive organisation.

MPT can send all of its employees to technology-related training. Although it may appear to be a minor thing, the knowledge they get will have an impact on the outcomes of their job. Various things that employees may do with their technological abilities to boost work effectiveness and assist the firm produce more money.

c. Opportunities

i. Get an annual fund from the Ministry of Housing and Local Government (KPKT).

By referring the PESTEL Analysis, as a matter of policy and legal requirements, local governments, commonly known as Local Authorities (PBT), are permitted by law to generate money from a variety of sources. The Local Government Act (1974), often known as Act 171, is one of the government's policy that gives Municipal Councils and District Councils the authority to collect money from the following sources; Assessment tax (gate tax), drainage and sewage taxes, service costs for local government services, and revenue from rent, licences, permits, penalties, sales of products, investment benefits, and other money or charges paid to local governments. MPT is supervised by the state government and each project to be done must be presented in a meeting with the state government, not only that, but MPT also needs to prepare a proposal to present

the budget and the purpose of the project implemented. apart from receiving funds from the state government, MPT also receives funds from KPKT. MPT will get funding channels from KPKT that amounted around RM2.8 million annually as the subsidized for the staff salaries.

As a result, MPT has an advantage since it will get funding channels from state governments every year. The problem of money supply disconnection will not occur for MPT. MPT will be able to continue their services in ensuring Taiping's long-term viability kudos to the financial proceeds received. When the money is handed to the MPT, they must now use the financial resources wisely and assist the local government in generating a stronger economy. MPT may take a number of steps to improve its financial position. In addition to that, it is the MPT's obligation to collect tax from Taiping citizens, and the income from the tax will also be used by the state government to route funding to each local authority. Finally, tax revenue is critical in assisting the government in generating money. A recent study by James (2021) mentioned that local tax rolls can also be linked to databases at the county, state, and national levels.

ii. Nominated as the world's third most sustainable city, which can help it become a tourism destination.

Taiping was ranked third in the "Best of Cities" category, trailing only Ljubljana, Slovenia's capital, and Vancouver, Canada (New Straits Times, 2019). The award was presented at the International Tourismus-Börse (ITB) travel trade exhibition in Berlin, Germany, during the 2019 Sustainable Top 100 Destination Awards. In addition to that, as reported by New Straits Times (2019), Taiping was also designated one of the 100 Sustainable Cities by Green Destinations, making it the only Malaysian city to make the list.

The '2018 Sustainable Destinations Top 100' list, which is available at greendestinations.org, was created to recognise government initiatives in the tourist sector to promote a sustainable environment. According to the previous president of the Taiping Municipal Council, Datuk Abd Rahim Md Ariff, this success is the result of the community's and other relevant governmental bodies' hard effort. Taiping's city council is always striving to make the city as a famous

tourist place to visit. According to New Straits Time (2021), Taiping is now on target to become an age-friendly city, with numerous measures planned by the Taiping Municipal Council (MPT) to be implemented in phases this year. Datuk Nolee Ashilin Mohamed Radzi, chairman of the State Housing, Local Government, and Tourism committee, stated that the historic town's special area plan (RKK) contains different projects such as lake gardens, heritage sites, and marketplaces. Furthermore, in accordance with the Sustainable Development Goals, the RKK changes include age-friendly terminology as an urban aspect. Based on the World Health Organization's (WHO) requirements, Taiping was chosen for the age-friendly city pilot project. Looking at Taiping's current successes, it is clear that MPT and the people of Taiping have been successful in drawing visitors to Taiping Heritage City. Taman Tasik Taiping is one of the several attractions of Taiping. This park, known as Malaysia's oldest, is a very relaxing area that reconciles the spirit and offers a very lovely outlook. A few facts about Taiping Lake Garden are firstly. the park is close to Bukit Larut and the Taiping Zoo. Then, Taman Tasik Taiping began as an abandoned tin mine site before being transformed into a public park in 1880. Colonel Robert Sandilands Frowd Walker was the inspiration for the creation of a public park for the residents of Taiping. Chung Thye Phin donated the abandoned tin mine to be used as a leisure place for the general population. The lake garden was planted with grass, blooming plants, and decorative trees in 1884, with a portion of the area walled off to prevent animals from entering. Now, there are few activities provided by MPT that can be done in Taman Tasik Taiping where people can ride bicycles and boating. Aside from the Taiping Lake Gardens, other attractions in Taiping include the Taiping Zoo and Night Safari and Maxwell Hill. This is the fee of admission to Taiping Zoo and Night Safari.

	Adult (RM)	Children (RM)
Zoo's Ticket	16	8
Night Safari	20	10
Train	Free	Free

Table 14

Whereas, the fee of admission for Maxwell Hill is free but whoever thinking of using jeep, they will only have to pay RM10 for ages 11 and above. To conclude, MPT has done everything possible to encourage the confidence of visitors to visit Taiping, which will enhance MPT's revenues.

Thus, since MPT practises sustainable development goals (SDG), it will be more fascinating if they apply the technique to create Taiping as an eco-tourism centre. Ecotourism is a new travel ethics that has emerged in reaction to the market's strong demand for natural vacation experiences. It is about two things: the market and the objective. The market element is to enhance people's economies, while the objective is to maintain tourist destinations and the natural landscape. Among the intriguing proposals is that Taiping's lodgings embrace the ecotourism philosophy. Among these include decreasing the use of plastic and planting trees to help keep the world's ecosystems in balance. The presence of hud-hud birds is one of Taiping's new attractions. Hud-hud birds, which are seldom seen in the country, have been observed using Taman Tasik Taiping as a stopping location during their nesting process. This species is a migratory bird native to northern Asia, and it migrates as a hud-hud bird between April and September. This bird has made it a practise of returning to its breeding grounds in April.

d. Threats

i. Placing high reliance on local authorities.

Since this MPT is supervised by the state government and KPKT, the financial support and all activities and instructions come from them. As a result, the MPT's accounting and finance department expects virtually completely on state government support. This is a serious concern because if the MPT expects to get control from the state government, a slew of difficulties would arise. One of the issues is in the case of a downturn in the economy. When this occurs, the state government will, of course, do their best to distribute the funds equitably to each state, but owing to economic issues, each state will most likely only receive a modest sum. Furthermore, MPT's significant reliance on state

governments will erode its capability when it is perceived as a firm that fails to generate a profit and does not try to make MPT a company that successfully gathers assets and decreases its debt load. In addition to that, most Malaysia local authorities are still failing to manage capacity mobilisation and develop more effective strategies and initiatives to assist local governments in strengthening their financial performance and competence, as well as having a stable fund. This topic was discussed by national leaders during the 2012 seminar.

MPT can diversify income streams to enhance firm sales in order to prevent over-reliance on the state government. MPT can take efforts to empower and increase economic activity as well as influence investment levels. MPT, for example, can build numerous recreational centres in Taiping that will pique the community's interest. As I previously stated, I believe that the hot air balloon in Taiping will attract more visitors. This is because going to Taiping is less expensive than travelling to metropolitan places like as Kuala Lumpur. Aside from being able to enjoy the fun and beauty of Taiping, tourists can also save money due to the low cost of food and lodging. Furthermore, MPT can generate and encourage new area development positions to diversify revenue streams. MPT can continue to construct low-cost housing complexes in order to encourage people from all walks of life to own homes. MPT will be able to expand their sales in this manner. Finally, MPT may rent zoo business site space. They can fill the space/rental site that has been set aside for interested vendors and suitable. When they provide possibilities for traders, it not only helps small merchants make money, but it also helps MPTs raise revenue and avoid relying heavily on the state government.

ii. Covid-19 pandemic affecting the firm's financial position.

The epidemic has touched all industries, also certain businesses and sectors have been hit worse than others including MPT. The dangers of transmission from various activities, the capacity of organisations to work remotely, and virus containment strategies have all played a major role. All of these have an impact on present business and future expectations. The epidemic resulted in an unparalleled worldwide economic shutdown. As a result, entire sectors were

unable to offer their goods and services to consumers, there were interruptions in the manufacturing process and supply chain, and there was substantial uncertainty due to falling demand. As for MPT, according to my supervisor, Puan Rosnita (2021), MPT was having net loss during 2020. Visits to zoos and a lack of usage of rental bicycles were among the factors that contributed to a drop in MPT income last year. As stated by Bernama (2020), the Taiping Zoo and Night Safari is anticipated to lose RM500,000 to RM600,000 throughout the Conditional Movement Control Order (CMCO) period, which runs from November 9 to December 6. Taiping Municipal Council (MPT) president Khairul Amir Mohamad Zubir stated that the loss will be caused by a 95 percent drop in ticket sales. Thus, it really shows that Covid-19 is one of the threats for MPT as it affecting the financial position of the firm.

One of the ways that can be taken is by increasing sales where MPT can rely significantly on sales and revenue development while maintaining or decreasing operational expenditures. As for example, the MPT Road Transport Order (Parking Lot Allocation) 2004 might potentially increase the rate of fines for parking offences from RM20 to RM30 for offences in parking lots and from RM50 to RM60 for offences outside parking lots. Next, MPT can rise up the rental price of a building, or introducing new attraction in Taiping such as hot air balloon where the tourists can enjoy a thrilling hot air balloon trip over Taiping's gorgeous environment and they can include how the air balloons are working. When the balloon soars into the sky, they will watch the magnificent dawn across the horizon, which may entice more tourists to visit Taiping. A rise in revenue of this magnitude can be utilised to reduce debt and enhance the DR of this firm. Companies typically invest in current assets after acquiring the required long-term assets, with the goal of increasing revenues and profits (Carole, 1989; Eldomiaty, T. I., Andrikopoulos, P., & Bishara, M. K., 2019).

6.0 CONCLUSION

Overall, this study indicates that MPT is a state-supervised corporation that provides urban services to the residents of Taiping. Following that, I discovered that this firm has a favourable liquidity and activity ratio. MPT, on the other hand, can take numerous actions to enhance both the leverage and profitability ratios. Not only that, MPT's weakness indicates that this firm has certain internal disputes, which may be remedied if the MPT takes actions such as strengthening their financial resources and encouraging Taiping locals to create businesses in some hot spots in Taiping. MPT's strengths and opportunities are also a step for MPT to further develop the city of Taiping, and actions such as selling new products and services are the best way for MPT to generate more money. Thus, this can assist MPT for not constantly relying on state government assistance. Every difficulty in MPT can be addressed well if every staffs of MPT works together to grow this firm as there is a quote saying where there is a will, there is a way. While the MPT's strengths may be used as a standard for the firm to seek better KPIs in the future, they can also serve as an example for other states' municipal councils. Finally, this report has a limitation in that financial ratios can only be calculated for 2018, since I do not have access to the company's financial reports for 2019 and 2020 because they have not yet been gazetted.

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8.0 APPENDICES

MAJLIS PERBANDARAN TAIPING

STATEMENT OF FINANCIAL POS	SITION AS AT 31 DECEN	IBER
	2017 RM	2018 RM
Non-Current Assets		
Property, plant and equipment	27 251 230	18 590 054
Investments	27 280 394	26 567 896
Assets Under Construction (AUC)	249 807	3 808 768
	54 781 431	48 966 718
Current Assets		
Trade and other receivables	9 560 679	8 877 701
Account receivables	699 036	754 339
Exchange transactions receivables	704 468	1 199 498
Fixed deposits	3 500 000	7 000 000
Cash and bank balances	3 913 311	1 890 151
	18 377 494	19 721 689
Total Assets	73 158 925	68 688 407
Non-Current Liabilities		
State government loans	981 587	1 203 849
Provision of staff benefits	963 284	1 050 669
Pending grants	19 766 090	21 286 853
Capitalized government grants	249 807	3 795 425
gg	21 960 768	27 336 796
Current Liabilities		
State government loans	222 262	213 716
Provision of staff benefits	203 639	240 342
Account payable and accrued expenses	11 895 955	10 482 906
7.000diii payabie and deorded expenses	12 321 856	10 936 964
Total Liabilities	34 282 624	38 273 760
Net Assets	38 876 301	30 414 647
Not Appete		
Net Assets	20.076.204	20 444 647
Council Funds	38 876 301	30 414 647
	38 876 301	30 414 647

STATEMENT OF FINANCIAL PERFO	RMANCE AS AT 31 DEC	CEMBER
	2017 RM	2018 RM
Revenue		
Non-exchange transactions	42 795 181	34 426 480
Exchange transactions	16 068 653	16 610 840
Total Revenue	<u>58 863 834</u>	<u>51 037 320</u>
Expenses		
Emoluments		
Salaries and wages	14 085 816	13 481 382
Fixed allowance	2 636 446	2 696 910
Statutory contributions for staff	2 380 265	2 399 202
Overtime allowance	1 752 228	1 920 074
Other financial benefits	2 656 999	2 262 250
Councilor allowance	379 940	389 800
	23 891 694	<u>23 149 618</u>
Services and Supplies		
Travel and living expenses	405 732	412 252
Utilities	5 360 990	5 451 912
Rental	85 956	109 642
Raw materials and maintenance supplies	2 590 455	2 713 601
Supplies and other materials	861 294	659 252
Operation cost	1 820 658	1 871 175
Professional services and hospitality	11 205 980	9 884 859
The section at the section and the section at the s	<u>22 331 065</u>	21 102 693
Grants and fixed charges		
Domestic grants	55 000	55 000
Interest on state government loans	56 703	64 922
Staff rewards	38 882	27 034
Leave replacement	113 437	231 672
	<u>264 022</u>	378 628
Depreciation	2 252 735	<u>2 279 114</u>
Development	<u>829 526</u>	<u>763 299</u>
Other Expenses		
Land and repairs	_	78 237
Other payments	265 374	333 023
Non-financial expenses	16 726	13 521
Write off	292 885	231 296
Doubtful debt		252 748
Doubliui debi	241 315 816 300	908 825
Total Expenses	50 385 342	48 582 177
Net Income	8 478 492	2 455 143

	2018	2018
N. A. I.A. I.	RM	%
Non-Current Assets	2 224 4-2	
Property, plant and equipment	8 661 176	46.59
Investments	712 498	2.68
Assets Under Construction (AUC)	(3 558 961)	(93.44)
	5 814 713	11.87
Current Assets		
Trade and other receivables	682 978	7.69
Account receivables	(55 303)	(7.33)
Exchange transactions receivables	495 030	(41.27)
Fixed deposits	(3 500 000)	(50.00)
Cash and bank balances	2 023 160	(107.04)
	(1 344 196)	(6.82)
Total Assets	4 470 518	6.51
Non-Current Liabilities		
State government loans	(222 262)	(18.46)
Provision of staff benefits	(87 385)	(8.32)
Pending grants	(1 520 763)	(7.14)
Capitalized government grants	(3 545 618)	(93.42)
Gapitaiii200 govoriii1011t grante	(5 376 028)	(19.67)
Current Liabilities		
State government loans	8 546	4.00
Provision of staff benefits	(36 703)	(15.27)
Account payable and accrued expenses	1 413 049	13.48
Account payable and accided expenses	1 384 892	13.46
Total Liabilities	(3 991 136)	(10.43)
Net Assets	8 461 654	27.82
1017.0000	0 701 004	21.02
Net Assets		
Council Funds	8 461 654	27.82
	8 461 654	27.82

	2018	2018
Revenue	RM	%
Non-exchange transactions	8 368 701	24.31
Exchange transactions	(542 187)	(3.26)
Total Revenue	7 826 514	<u>15.33</u>
Expenses		
Emoluments		
Salaries and wages	604 434	4.48
Fixed allowance	(60 464)	(2.24)
Statutory contributions for staff	(18 937)	(0.79)
Overtime allowance	(167 846)	(8.74)
Other financial benefits	394 749	17.45
Councilor allowance	(9 860)	(2.53)
	742 076	<u>3.21</u>
Services and Supplies		
Travel and living expenses	(6 520)	(1.58)
Utilities	(90 922)	(1.67)
Rental	(23 686)	(21.60)
Raw materials and maintenance supplies	(123 146)	(4.54)
Supplies and other materials	202 042	30.65
Operation cost	(50 517)	(2.70)
Professional services and hospitality	1 321 121	13.37
	1 228 372	<u>5.82</u>
Grants and fixed charges		
Domestic grants	0	0.00
Interest on state government loans	(8 219)	(12.66)
Staff rewards	11 848	43.83
Leave replacement	(118 235)	(51.04)
	<u>(114 606)</u>	(30.27)
Depreciation	(26 379)	<u>(1.16)</u>
Development	<u>66 227</u>	<u>8.68</u>
Other Expenses		
Land and repairs	-	-
Other payments	(67 649)	(20.31)
Non-financial expenses	3 205	23.70
Write off	61 589	26.62
Doubtful debt	(11 433)	(4.52)
	(92 525)	(10.18)
Total Expenses	<u>1 803 165</u>	<u>3.71</u>
Net Income	<u>6 023 349</u>	<u>245.34</u>

PERKARA	PERALATAN / KEMUDAHAN KADAR SEWAA			
PAKEJ PERKAHWINAN	❖ Meja Bulat = 20 unit / Meja Panjang = 10 unit ❖ Kerusi Velvet = 20 unit / Kerusi Plastik = 200 unit ❖ Penggunaan Ruang Legar (hadapan dewan) ❖ Hawa Dingin (5 jam)	❖ RM1200.00		
SEMINAR MESYUARAT AWAM 7:00 pagi – 5:00 petang (10 jam)	 → Meja Bulat = 20 unit / Meja Panjang = 10 unit → Kerusi Velvet = 30 unit / Kerusi Plastik = 200 unit → Hawa Dingin 	❖ RM800.00		
KOMERSIAL (1 HARI)	 ♦ Sewa Dewan dan Ruang Legar (hadapan dewan) ♦ Hawa Dingin ♦ Rostrum 	❖ RM800.00 (tidak termasuk peralata		
Catatan: Persiapan dan hiasan (cth: pemasan Perkhidmatan susunan akan disedia Perkhidmatan kebersihan selepas ak Kemudahan lain yang disediakan: Bilik Solat Tandas Bilik Persiapan (Pentas) Kemudahan Tempat Letak Kereta	cara akan dijalankan oleh Majlis	Deposit RM200		

Figure 2: Price Rate for Dewan Kompleks Mini Astaka Batu Kurau

Т	(CHANGKAT JERING)	
PERKARA	PERALATAN / KEMUDAHAN	KADAR SEWAAN
PAKEJ PERKAHWINAN	Meja Bulat = 40 unit / Meja Panjang = 12 unit Kerusi Velvet = 60 unit / Kerusi Plastik = 400 unit / Sette Rotan = 5 unit Hawa Dingin = 6 jam / Bilik Khas (Hawa Dingin) Penggunaan Ruang Lobi / Garaj (Tepi Dewan) Tangga tengah (Dewan Taiping dan kamunting sahaja) Rostrum	❖ RM2400.00
KOMERSIAL (1 HARI)	❖ Sewa Dewan ❖ Hawa Dingin	 RM1500 RM50 / JAM
SEMINAR MESYUARAT AWAM 7:00 pagi – 5:00 petang (10 jam)		❖ RM1900.00
SEMINAR MESYUARAT AWAM 7:00 malam – 10:00 malam (5 jam)	 Meja Bulat = 10 unit / Meja Panjang = 10 unit Kerusi Velvet = 60 unit / Kerusi Plastik = 450 unit / Sette Rotan = 5 unit Hawa Dingin(4 jam) 	❖ RM1700.00
Peralatan Tambahan = Skrin dan Projector Catatan : Persiapan dan hiasan (cth: pemasang Perkhidmatan susunan akan disediak Perkhidmatan kebersihan selepas aca Kemudahan lain yang disediakan : Bilik Solat Tandas Bilik Persiapan (Pentas)	an pelamin,meja jamuan dan sebagainya) an oleh MPT	

Figure 3: Price Rate for Dewan Perbandaran (Taiping), Dewan MPT (Kamunting) and Dewan Bunga Raya MPT (Changkat Jering)

KADAR SEWA DEWAN MPT (PAKEJ)

DEWAN TAMAN BUKIT MAS

PERKARA	PERALATAN / KEMUDAHAN	KADAR SEWAAN
PAKEJ PERKAHWINAN	 ❖ Meja Bulat = (20 unit) / Meja Panjang = (10 unit) ❖ Kerusi Velvet = (10 unit) / Kerusi Plastik = (200 unit) ❖ Penggunaan Ruang Legar (hadapan dewan) 	❖ RM700.00
SEMINAR MESYUARAT AWAM 7:00 pagi – 5:00 petang (10 jam)	 ❖ Meja Bulat = (12 unit) / Meja Panjang = (10 unit) ❖ Kerusi Velvet = (30 unit) / Kerusi Plastik = (300 unit) 	❖ RM500.00
KOMERSIAL (1 HARI)	TIADA PERALATAN (DEWAN KOSONG)	❖ RM350.00

**Deposit RM200

Figure 4: Price Rate for Dewan Taman Bukit Mas

KADAR SEWA DEWAN MPT (KAMPUNG JAMBU) DAN DEWAN MPT (SRI KOTA)

PERKARA	PERALATAN / KEMUDAHAN	KADAR SEWAAN
PAKEJ PERKAHWINAN	 ❖ Meja Bulat = 25 unit / Meja Panjang = 12 unit ❖ Kerusi Velvet = 30 unit / Kerusi Plastik = 300 unit ❖ Penggunaan Ruang Legar (hadapan dewan) ❖ Rostrum 	❖ RM1200.00
SEMINAR MESYUARAT AWAM 7:00 pagi – 5:00 petang (10 jam)	 ❖ Meja Bulat = 12 unit / Meja Panjang = 10 unit ❖ Kerusi Velvet = 30 unit / Kerusi Plastik = 300 unit ❖ Hawa Dingin 	❖ RM500.00
KOMERSIAL (1 HARI)	Tiada Peralatan (Dewan Kosong)	❖ RM350.00

- Catatan :

 Persiapan dan hiasan (cth: pemasangan pelamin,meja jamuan dan sebagainya)

 Perkhidmatan susunan akan disediakan oleh MPT

 Perkhidmatan kebersihan selepas acara akan dijalankan oleh Majlis

Kemudahan lain yang disediakan : Bilik Solat

- Tandas
 Bilik Persiapan (Pentas)
 Kemudahan Tempat Letak Kereta

**Deposit RM200

Figure 5: Price Rate for Dewan MPT (Kampung Jambu and Sri Kota)

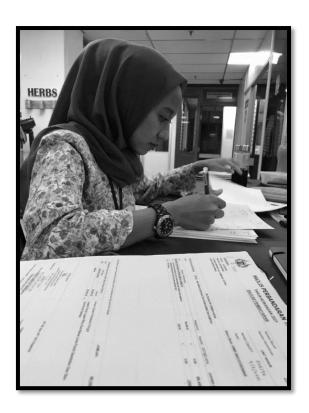


Figure 6: A picture of me issuing payment voucher

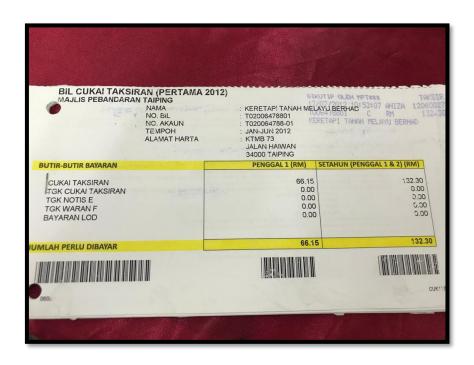


Figure 7: Assessment tax bill

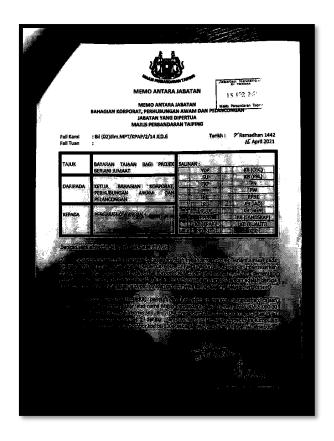


Figure 8: Memo



Figure 9: A picture of me doing stamping

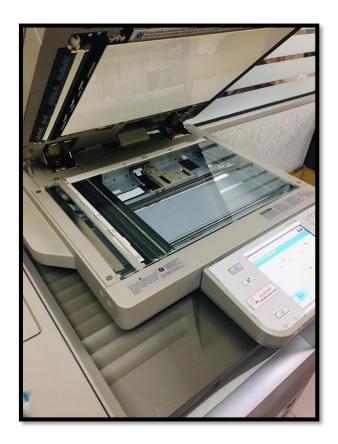


Figure 10: Helping staff to photostat



Figure 11: Room that stored receipts that need to be disposed after 7 years



Figure 12: Receipts that have been disposed



Figure 13: Account and Finance Department

2018					
966214		PELBAGAI TERIMAAN			
TARIKH	DEBIT	KREDIT	NO RUJUKAN	TRANSAKSI	KETERANGAN
28.02.2018				JURNAL	Selaraskan bayaran CEK
					pada 06.11.2015
28.02.2018				JURNAL	Selaraskan bayaran EFT p
					03.09.2016
28.02.2018				JURNAL	Selaraskan bayaran EFT
					19.10.2015 no ru
28.02.2018				JURNAL	Selaraskan bayaran EFT p
					01.11.2016 no ri
28.02.2018				JURNAL	Selaraskan bayaran EFT p
					28.11.2016 no r
28.02.2018				JURNAL	Selaraskan bayaran EFT p
					13.05.2016
					18.05.2016
28.02.2018				JURNAL	Selaraskan bayaran CEK p
					25.08.2016
28.02.2018				JURNAL	Selaraskan bayaran EFT p
					30.11.2016

Figure 14: Example of extraction for auditing purposes



Figure 15: Charter