



**INDUSTRY TRAINING REPORT**  
**FINANCIAL RATIO & SWOT ANALYSIS**  
**MAJLIS PERBANDARAN TAIPING**

**1<sup>st</sup> MARCH 2021 – 13<sup>th</sup> 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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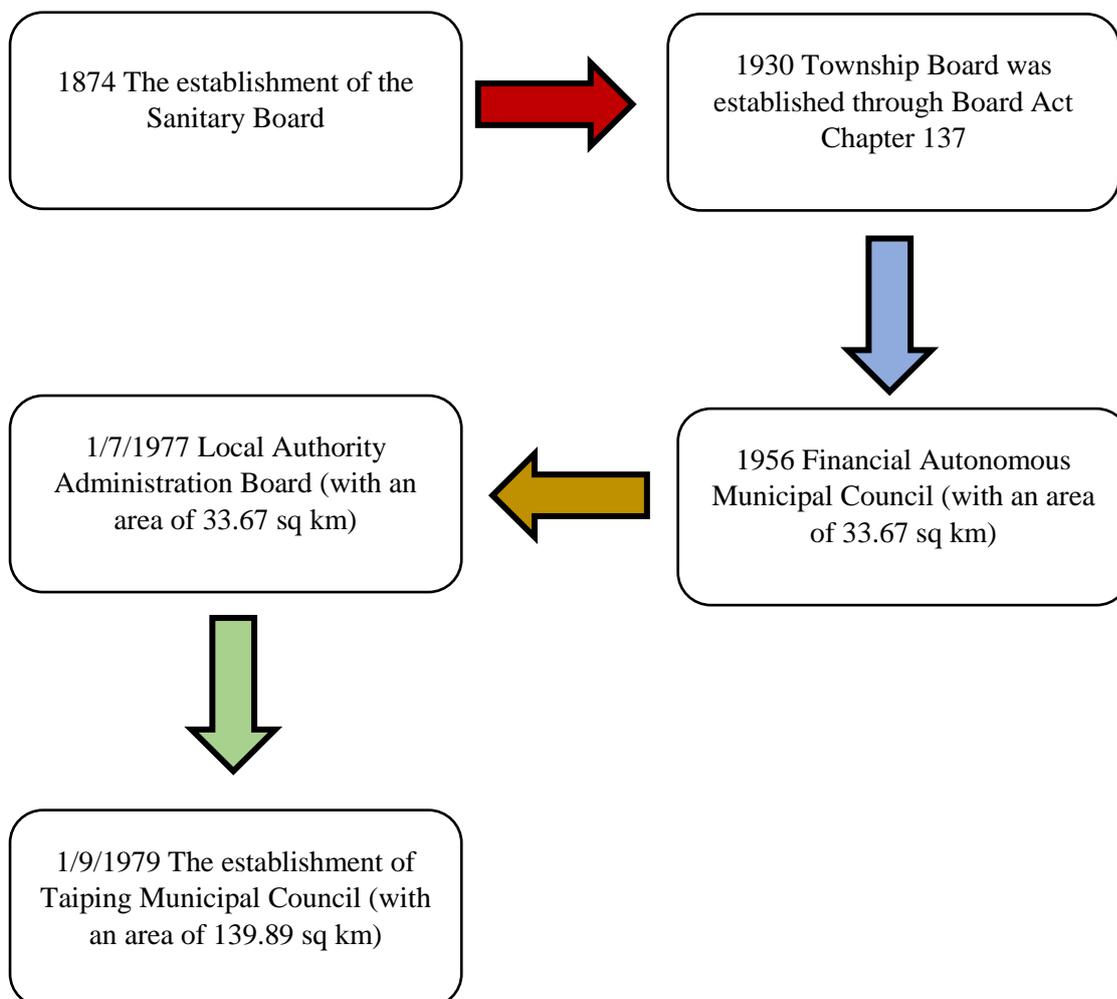
## 2.0 COMPANY'S PROFILE

### 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.

<b>Total Population</b>	198 112 peoples
<b>Total Holdings</b>	53 200
<b>Total Shops</b>	4319 units
<b>Total Housing Estates</b>	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.