



اَوْنُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

THE PERFORMANCE OF BIMB HOLDING BERHAD

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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I, ELMI NUR NABILAH BINTI MUSTAFFA,

Hereby, declare that,

- The 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 others degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbalism extract have been distinguished by quotation marks and source of my information have been specifically acknowledge.

Signature: ..

Date: .

ACKNOWLEDGEMENT

Bissmillahirrahmanirrahim...

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ABSTRACT

This report has been done to study the financial performance of BIMB Holding Berhad over the five past years from 2007 until 2011. Other than that, this study also determines the company performance during downturn economic situation. In addition, European crisis issue is an ongoing financial crisis that has made it difficult or impossible for some countries in worldwide that started from late 2008 and studies also proves that the crisis effect the business of company, and at the end the company cannot maintain great performance like previous year. For completion of this report, primary data and secondary data and the approaches were profitability ratio have been use as data collection. The data is taken from the external sources. Profitability ratio must be conduct to reveal the performance of BIMB Holding Berhad. To measure profitability of a company, it includes operating performance ratio, return on investment ratio capital structure and solvency ratio and market measure ratio. This study also provides suggestion to improve the company profitability on how to overcome the issues.

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
TABLES AND FIGURE	v
ABSTRACT	vi
CHAPTER 1: INTRODUCTION	
1.1 Background BIMB Holding Berhad	1
1.2 Issue Statement	5
1.3 Purpose of Study	7
1.4 Theoretical Framework	8
1.5 Definition of Terms	9
CHAPTER 2: LITERATURE REVIEW	
2.1 Ratio Analysis	11
2.2 Operating Performance	13
2.3 Capital Structure & Solvency	16
2.4 Return on Investment	20
2.5 Market Measure	22
2.6 European Crisis	24