



**UNIVERSITI TEKNOLOGI MARA  
MELAKA CITY CAMPUS**

**FIN 667 INDUSTRIAL TRAINING REPORT  
FINAL REPORT**

**“CASE STUDY OF C.I HOLDINGS BERHAD MARKET PERFORMANCE FROM THE  
YEAR 2006 TO 2009”**

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**BACHELOR OF BUSINESS ADMINISTRATION  
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MELAKA CITY CAMPUS**

**“DECLARATION OF ORIGINAL WORK”**

I, Mohd Khairi Azri Bin Yusoff, (I/C Number: 860717-29-5871)

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 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**

30 October 2009

The Head of Program  
Bachelor of Business Administration (Hons) Finance  
Faculty of Business Management  
Universiti Teknologi MARA  
Melaka City Campus

Dear Madam,

### **SUBMISSION OF PROJECT PAPER (FIN 667)**

Attached is the project paper titled “**CASE STUDY OF C.I HOLDINGS BERHAD MARKET PERFORMANCE FROM THE YEAR 2006 TO 2009**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Yours sincerely,

MOHD KHAIRI AZRI BIN YUSOFF  
2007137401  
Bachelor of Business Administration (Hons) Finance

## **ABSTRACT**

The aim of this study is to investigate the market performance of the C.I Holdings Berhad. C.I. Holdings Berhad is a Malaysia-based company engaged in investment holding and the provision of management services to its subsidiaries. The Company is organized into three business segments: beverages, building and construction-related products and investment holdings. This report is to identify and investigate C.I Holdings Berhad financial performance for four years back, from year 2006 until year 2009. The analysis of the C.I Holdings Berhad financial performance will be related to the fundamental analysis. The findings will be presented in three main issues. Firstly the researcher will analyze how C.I Holdings Berhad revenue trends are for the past 4 years and what is the performance of key stock statistic of C.I Holdings Berhad. Finally, the researcher will identify how the price movement of the C.I Holdings Berhad.

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