



**A STUDY ON THE MARKET PERFORMANCE ANALYSIS
FOR TA ENTERPRISE BERHAD DURING ECONOMIC
DOWNTURNS**

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“DECLARATION OF ORIGINAL WORK”

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Hereby declare that,

- This work has not previously been accepted in substance for any diploma, locally or overseas, and is not being concurrently submitted for this diploma or any other diplomas.
- This project-paper is the result of our independent work and investigation, except where otherwise stated.
- All precisely extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged.

Signature:

MUHAMAD FAHMI BIN MANSOR

29 October 2009

LETTER OF TRANSMITTAL

29 October 2009.

Project Advisors,
Faculty of Business Management,
Universiti Teknologi MARA,
75300 Bandaraya Melaka,
Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

My project-paper titled 'A Study on the Market Performance Analysis for TA Enterprise Berhad during Economic Downturns' is enclosed with this final project report which is submitted to you for your evaluation.

This dissertation is to be submitted to Universiti Teknologi MARA as a partial requirement for the completion of the Industrial Training course assessment.

Thank you.

Yours sincerely,

MUHAMAD FAHMI BIN MANSOR

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ABSTRACT

The purpose of this study is to provide a detailed financial performance evaluation focus on market measure or market performance of TA Enterprise Berhad. This paper uses key financial ratios which is market measures of the financial performance of this company. The calculated ratios will be analyzed and used for the financial performance evaluation.

The research only include data which has been derived from TA Enterprise Berhad income statements, balance sheet, and statements of cash flows under their financial statements in their annual reports from the year 2005 to year 2009. By assessing their ledgers, this research could test the feasibility or the appropriateness of the published financial statement. Additionally, other methods which are time consuming are expelled from this research. These other methods may play an important role in the financial performance evaluation as well.

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