



**“RELATIONSHIP BETWEEN ECONOMIC INDICATORS  
TOWARDS COMPANY PERFORMANCE”: STUDY OF CTAPPS  
MSC SDN BHD**

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MELAKA**

**APRIL 2011**

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**Submitted in Partial Fulfillment of the Requirement for the  
Bachelor of Business Administration (Hons) International  
Business**

**FACULTY OF BUSINESS MANAGEMENT UITM,  
BANDARAYA MELAKA**

**APRIL 2011**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
INTERNATIONAL BUSINESS FACULTY OF BUSINESS  
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**“DECLARATION OF ORIGINAL WORK”**

I, Sarila Binti Osman, I/C Number: 880901-04-5328

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 or 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**

5<sup>th</sup> May 2011

The Head of Program  
Bachelor of Business Administration (Hons) International Business,  
Faculty of Business Management  
Universiti Teknologi MARA Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah,  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “RELATIONSHIP BETWEEN ECONOMIC INDICATORS TOWARD COMPANY PERFORMANCE IN STUDY OF CTAPPS MSC SDN BHD” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank You

Yours sincerely,

SARILA BINTI OSMAN  
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## **ABSTRACT**

The main objective of this paper is to examine the relationships between economic indicators represented by gross domestic product, consumer price index and unemployment rate towards company performance. Also to determine the extent to which GDP, CPI and unemployment rate influenced performance of that organization in order to survive in any economic situations.

The finding has been evaluated by using eviews version 7 and it shown that only unemployment rate has significant relationship towards company performance while GDP and CPI have no relationship. This relationship has been measured by t-test statistic with the probability 0.03 which means unemployment rate have significant relationship with 95% level of confidence or significant. However it may vary between industries since CTAPPS MSC only engaged in IT industries.