



**THE DETERMINANT OF EXPANSION PHASES  
IN BUSINESS CYCLE IMPACT ON THE  
PERFORMANCE OF AUTOMOTIVE COMPANY  
IN MALAYSIA**

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**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) FINANCE  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**APRIL 2011**

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

**FACULTY OF BUSINESS MANAGEMENT  
UiTM, KAMPUS BANDARAYA MELAKA**

**APRIL 2011**

# DECLARATION OF ORIGINAL WORK



## BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

### “DECLARATION OF ORIGINAL WORK”

I, UMMI KALTHUM BINTI OTHMAN, 8901025-01-5052

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: \_\_\_\_\_

# **SUBMISSION OF PROJECT PAPER**

April 2011

The Head of Program  
Bachelor of Business Administration (Hons) Finance  
Faculty of Business Management  
Universiti Teknologi MARA, Kampus Bandaraya Melaka,  
110 Off Jalan Hang Tuah,  
75300 Melaka

Dear Madam,

## **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "THE DETERMINANT OF EXPANSION PHASES IN BUSINESS CYCLE IMPACT ON THE PERFORMANCE OF AUTOMOTIVE COMPANY IN MALAYSIA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

UMMI KALTHUM BINTI OTHMAN

2008404214

Bachelor of Business Administration (Hons) Finance

## **ABSTRACT**

The automotive industry is one of the most important and strategic industries in the Malaysian manufacturing sector. Since the first national car, the Proton Saga, rolled out of its plant 1985, Malaysia has obtained much recognition regionally and internationally for its outstanding achievement in the automobile industry. The purpose of this paper is to identify what are the determinants (capital investment, size of company and company profit) of expansion phases in business cycle impact on the performance of automotive company in Malaysia. This study use many kind of journal, magazine and article as the evidence to collect that the expansion phases in business cycle have major impact to the automotive company performance. The empirical analysis use Proton Holding Bhd and Honda Motor Company as the sample to support the objective of the research. The performance both of the company from 2006-2010 are measured to get the consistence and right finding. For finding chapter, the issues along the 5 years and today current issues are more deeply interpretation in order to get the tally data compared with the evidence from literature review. In the future research should be analyze the other phases in business cycle that can impact on the automotive company performance.