



**PERFORMANCE ANALYSIS OF KEJURUTERAAN ASAS JAYA SDN BHD (KAJ)
BASED ON PROFITABILITY AND ASSET MANAGEMENT**

**NUR EZZAH BINTI KAMIS
2008404276**

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

2011

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, NUR EZZAH BINTI KAMIS, (I/C Number: 891201-01-5092)

Hereby, declare that;

- This work has not previously been accepted in substance for any degree, locally or overseas and 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: April 2011

LETTER OF SUBMISSION

MAY 2011

The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi MARA
25750 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**PERFORMANCE ANALYSIS OF KEJURUTERAAN ASAS JAYA SDN BHD (KAJ) BASED ON PROFITABILITY AND ASSET MANAGEMENT**" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

NUR EZZAH BINTI KAMIS

2008404276

Bachelor of Business Administration (Hons) Finance

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Abstract

This study is conducted to identify financial performance of Kejuruteraan Asas Jaya Sdn Bhd based on asset management and profitability. From that, the analysis of asset management and profitability performance will be carried out. From this the company can know their financial performance for their company and can make any correction and give some ideas in order to improve their performance.

To analyze the data, financial statement of the company will be used to generate data. Financial statement is a secondary data for this research. To analyze the data, basic tools will be used. The profitability ratio and asset measurement ratio will be used in order to get the analysis. There are four types of common profitability ratios gross profit margin, net profit margin, return on asset and return on equity. Others are four types of common asset measurement ratio inventory turnover, account receivable, average collection period and total asset turnover.

The analysis is based on five years later that compared for each year based on asset measurement and profitability measurement. This analysis is helping the company to improve their performance. From the ratio, it show that both ratios decreased regarding their profit also decreased.