



**MEASURING THE PERFORMANCE OF
MAIDAM KUALA TERENGGANU PROJECT**

ROSMA NURAINI BINTI MAZELAN

2008504389

BACHELOR OF BUSINESS ADMINISTRATION

WITH (HONS) ISLAMIC BANKING

FACULTY OF BUSINESS MANAGEMENT

MARA UNIVERSITY OF TECHNOLOGY

NOVEMBER 2010

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS ISLAMIC BANKING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, ROSMA NURAINI BINTI MAZELAN, (I/C NUMBER: 870226115134)

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: _____

ABSTRACT

The purpose of study was to measuring the performance of MAIDAM as an institution which fully responsible for the economic development of Islam in Terengganu. From studies, it appears that the projects undertaken by the MAIDAM has a high potential for economic development in Terengganu. Although the projects developed by MAIDAM has a high potential, but they face many problems such as site development, capital, management is not effective, and others. Research carried out to move some solutions to the problems faced by the MAIDAM. The projects have been carried out need the best governance to enhance and streamline the management of the economy, especially the Malay Muslims.

TABLE OF CONTENT

<u>CONTENT</u>	<u>PAGE</u>
ACKNOELEDGEMENT	iv
LIST OF TABLE & FIGURE	viii
LIST OF ABBRERIATION	ix
ABSTRACT	x
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Background of MAIDAM	1-5
1.3 Background of Study	5
1.4 Problem Statement	6-8
1.5 Objectives of Study	9
1.6 Scope of Study	9
1.7 Significant Of Study	10
1.8 Limitation of Study	11
1.9 Definition of Terms	12
CHAPTER TWO: LITURETURE REVIEW	
2.1 Introduction	13
2.2 Financial Performance	14-15
2.3 Resources Utilization	15-16
2.4 Administration	16-20
CHAPTER THREE: RESEARCH METHODOLOGY	
3.1 Introduction	21

3.2 Theoretical Framework	21
3.3 Research Design	22
3.5 Data collection Method	
3.5.1 Primary Data	22
3.5.2 Secondary Data	23-24

3.6 DATA ANALYSIS TECHNIQUE	24
-----------------------------	----

CHAPTER FOUR: FINDING AND DATA ANALYSIS

4.1 Introduction	25
4.2 Financial Performance	25-28
4.3 Resources Utilization	29-33
4.4 Administration	33-37

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

5.1 Introduction	38
5.2 Conclusion	38-39
5.3 Recommendation	40-42

BIBLIOGRAPHY

APPENDICES