

**A STUDY ON FACTORS THAT AFFECTED SALES
OF PROPERTY COMPANIES (HOUSING
DEVELOPMENT) LISTED AT MAIN BOARD IN
MALAYSIAN EXCHANGE**

**CHE MOHD HASLI B CHE HASSAN
2003477351**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MACHANG CAMPUS
KELANTAN**

MARCH 2005

LETTER OF TRANSMITTAL

Bachelor of Business Administration (Hons) Finance
Faculty of Business and Management
Universiti Teknologi Mara
18500 Machang
Kelantan

23rd March 2005

The Head Of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business and Management
Universiti Teknologi Mara
18500 Machang
Kelantan

Dear Sir,

SUBMISSION OF PROJECT PAPER (FIN 660)

Attached is the project paper titled '**A Study On Factors That Affected Sales Of Property Companies (Housing Development) Listed At Main Board In Malaysian Exchange**' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,



.....
CHE MOHD HASLI B CHE HASSAN
2003477351
Bachelor of Business Administration (Hons) Finance

ACKNOWLEDGEMENT

"In the name of Allah, the Merciful, the Beneficent"

Glory to Allah S.W.T., the most gracious, the most merciful and peace is upon his messenger Holy Prophet Muhammad S.A.W. All the worship belongs to only Allah. I seek refuge with God from the wickedness within and from the evil deeds. I also praised to Allah S.W.T. for giving me courage, time and knowledge in completing this project paper.

Alhamdulillah, at last this project paper is ready on the day it is due finish. Whilst accepting full responsibility for the contents of this work, it would churlish not to acknowledge the debt I owe to all those who, directly or indirectly contributed to this writing. It has a most fruitful experience to have been able to do this project paper.

First and foremost, I would like to thank my respected project advisor Mr. Mohd Nasser Bin Abdul Majid, who has made a significant contribution and provided me extremely useful comments at all stage of this project paper. Specials emphatic thank you to sir.

TABLE OF CONTENTS

Content	Page
Declaration of Original Work	i
Letter of Transmittal	ii
Acknowledgement	iii
Table of Contents	v
Definitions of term	vii
List Of Abbreviations	viii
List of Tables	x
List of Figures	xi
Abstract	xiii

CHAPTER 1

1.0. INTRODUCTION	1
1.1. Background of Study	3
1.2. Problem Statement	6
1.3. Significant of the study	8
1.4. Objective of the Study	10
1.5. Scope and limitations	11

ABSTRACT

This study further examines A Study On Factors That Affected Sales Of Property Companies (Housing Development) Listed At Main Board In Malaysian Exchange within ten years start from year 1994 to 2003. This study also want to know how the sales of property (Housing development) that are affected on base lending rate or interest rate, income per capita, and inflation rate over the year. This is because those variables are not constant over time. Among the objectives of this study is to analyze how far the base lending rate, income per capita, and inflation rate can give the affect on sales of property (housing development). Also to determine whether there is significant relationship between sales of property (housing development) and BLR, inflation rate, and income percapita simultaneously. Research methodology that has been used in this study to analyze the hypothesis is Multiple Linear Regression Model. The result shows that income per capita has negative relationship with sales of property (housing development) while BLR and inflation rate show positive relationship with the sales of property (housing development) companies.