

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE**

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Hereby, declare that:

- This project paper is the result of my independent work and investigation, except where otherwise stated
- 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.
- All verbatim extract have been distinguish by quotation marks and sources of my information have been specifically acknowledged.

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## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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## **ABSTRACT**

Using financial accounting panel data from the COMPUSTAT database for a representative sample of 60 companies of consumer product sector, the researcher develop a statistical methodology that links managerial decisions related to profitability. This case study is about determinant of profitability of Consumer Product Sector firm in Malaysia developed from year to year and the companies involved only from public listed in Bursa Malaysia. By conducting panel data analysis, the researcher found that the determinants factors such as financial leverage, financial efficiency, financial liquidity and size of firm are significantly related to profitability of the firm. In addition, financial efficiency, financial liquidity, and size of firm are significantly and have a positive relationship to the profitability of the firm. Further, financial leverage has a negative relationship with the profitability of the firm.

**Key words:** profitability, financial liquidity, financial leverage, financial efficiency, and size of firm.