



**THE STRATEGIES IMPLEMENTED BY OSK
COMPANY AND ITS EFFECT ON INVESTMENT
DURING THE BEAR MARKET.**

**Alisa Alice Fredly
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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA.**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOUR (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
MALACCA**

‘DECLARATION OF ORIGINAL WORK’

I, ALISA ALICE FREDLY, (I/C Number: 870121-12-5192)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, any locally or oversea, 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: _____

LETTER OF SUBMISSION

26th April 2010

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
University Technology MARA
75300 Malacca.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title **“THE STRATEGIES IMPLEMENTED BY OSK COMPANY AND IT’S EFFECT ON INVESTMENT DURING THE BEAR MARKET”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours Sincerely,

ALISA ALICE FREDLY
2008290554
Bachelor of Business Administration (Hons) International Business.

Abstract

This case studies on company performance during economic crisis on OSK investment Bank. The scope only focuses on the strategies implemented and its effect on investment during recession. The objective of the study is to identify the result and the effects of investing in market down since bear market is a part of the market cycle. Financial ratio analysis and graph can be used as the indicator to measure the financial performance in term of profitability, debt and stock market ratios performances by understanding the relationship between economic conditions with financial performance. The data period take by the time of recession and end of economic crisis, from 2008 to 2009 (one year). The results from financial ratios analysis shows a positive growth shown on their operating revenue that indicated their core businesses were not affected amid economic downturn. This is because investment becomes most activities business for Malaysian now days.