

PORTFOLIO MANAGEMENT: A STUDY ON THE SUCCESS OF PORTFOLIO MANAGEMENT COMPANY IN THE EMERGING MARKETS (TEMPLETON ASSETS MANAGEMENT LIMITED, HONG KONG)

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ABSTRACT

The author has proposed to do a research on what are the main factors contributing to the success of portfolio Management Company in some of the world emerging markets such as the Templeton Assets Management Limited, Hong Kong. Assets Management Limited, Hong Kong, is a fund management company under the Franklin Templeton Group, an America-based company. Franklin Templeton Group manages more than US\$220 billion for over 8 million investors/ accounts worldwide. The group has been in this fund management business for 50 years. As for Templeton Assets Management Limited, Hong Kong, its major investment is mainly in the Asia emerging markets.

The research is done to relate some of the theories studied to the real world of investing, deciding whether these theories are applicable in practice. Some of the theories chosen are such as the systematic risk principle and the concept of beta coefficient. As for the analysis part, the author will look into the effect of diversification versus non-diversification, portfolio weight age and also the relationship between risks and returns. With the availability of these theories and analysis as a foundation prior to carrying out the research, it will thus facilitate the writing and completion of the research. This research, it will thus facilitate the writing and completion of the research. This research will also touch on the issues like how Templeton Assets Management Limited, Hong Kong, allocate funds in different types of investments, which market is their main focus, what is the risk exposure level and the rate of return due from investing money with it.

After conducting all the study and analysis, the weakness and strengths of the company are being identified. This will enable the author to arrive at suitable recommendations for improvements that should be adopted and implemented by the company in the foreseeable future.