



THE FACTORS THAT CONTRIBUTE
TO SMALL AND MEDIUM ENTERPRISES
SUSTAINABILITY IN MELAKA

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BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

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Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, Ainatulhusna Binti Mohd Rawi, (I/C Number: 930325-06-5170)

I, Wan Nur Aqilah Binti Zainudin, (I/C Number: 930427-06-5606)

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: _____

Signature: _____ Date: _____

LETTER OF SUBMISSION

June 2016

WAN HASMAT BINTI WAN HASAN

Lecturer

Faculty of Business & Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

73500 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE FACTORS THAT CONTRIBUTE TO SMALL AND MEDIUM ENTERPRISES SUSTAINABILITY IN MELAKA” to fulfill the requirement as needed by the Faculty of Business and Management, University Technology Mara (UiTM).

Thank you.

Yours sincerely,

AINATULHUSNA BINTI MOHD RAWI
2014464066

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ABSTRACT

This study was conducted among SMEs in Malacca to explore the most influential factors that contribute to sustainability. For this study, Independent Variables (IV); financial assistance, employees' skills, business environments and technology capabilities were tested whether they influence another variable; SMEs sustainability to change. Besides that, this study is using Descriptive study, in which it emphasizes on collection of information and response that obtain directly from respondents in order to explain the actual situation faced by the respondents. The researchers are using cross-sectional studies because it involved the collection of data for once (one shot) or perhaps a period of days, weeks or months (specific time period). The researchers also distributed the questionnaires to the respondent that are available and freely to answer on the spot. For research sampling method, this research is using convenience sampling method because this type of sampling brought the meaning of the collection of information from the members of the population who are conveniently available and freely to provide the data and information, which is questionnaire are using as the instrument. The finding of this study shows that, all the Independent Variables (IV); financial assistance, employees' skills, business environments and technology capabilities are significantly affecting the Dependent Variable (DV); SMEs sustainability. Therefore, the finding had shown that business environment is the most influential factors toward SMEs sustainability due to the beta value is the highest compared to the others independent variables.

Keywords: SMEs sustainability, Financial Assistance, Employees' Skills, Business Environment, Technology Capabilities and SME.