FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA

BACHELOR IN ADMINISTRATIVE SCIENCE (HONS)

APPLIED RESEARCH PROJECT
ADS555

RESEARCH TITLE:
A STUDY ON THE FACTORS CONTRIBUTING TO THE PERFORMANCE OF RETAILS SMES IN MELAKA TENGAH

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CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE SUPERVISOR

Mohammad Bastyian Bin Mahmud

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

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(Signature)

Date:
Acknowledgement

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Thank you very much.
Abstract

The study seeks to determine the factors contributing to the successfulness of retail SMEs in Melaka Tengah. A sample of 108 of 146 SMEs Entrepreneurs who are bumiputera and registered with Pusat Khidmat PKS Melaka at Melaka Tengah had been selected for this study. The findings showed that the independent variables or factors that support our hypothesis are government’s efforts in implementing NKEA, application of information technology, human capital development, and availability of financial resources. Simple random sampling will be used to distribute questionnaire to selected respondents. To conclude based on the findings, all those four independent variables have significant relationship with successfulness of SMEs.