



**CHALLENGES FACED BY SMALL MEDIUM ENTERPRISES (SMEs)
EXPORTERS' IN MALAYSIA**

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INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA

KAMPUS BANDARAYA MELAKA

JULY 2018

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**Submitted in Partial Fulfillment of the Requirement
For the Bachelor of Business Administration with Honours
(International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA
KAMPUS BANDARAYA MELAKA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Khaulah binti Mohammad Zaki, (I/C Number: 960624-07-5106)

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: 4th July 2018

Khaulah binti Mohammad Zaki.

LETTER OF SUBMISSION

Dr. Nur Melissa Binti Mohammad Faisal Wee

Lecturer of UiTM Melaka City Campus

Faculty of Business and Management

Universiti Teknologi MARA

110, Off Jalan Hang Tuah

75300 Melaka.

Dear Dr. Nur Melissa Binti Mohammad Faisal Wee,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “**Challenges Faced By Small Medium Enterprises (SMEs) Exporters’ In Malaysia**” to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

Khaulah binti Mohammad Zaki

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ABSTRACT

This research and study was conducted to know the Challenges faced by the SMEs in exporting at Malaysia. It is also indicating the relationship between the dependent variable (challenges in exporting) and independent variable (distribution access, human capital and export market attractiveness). This research is quantitative research and the data used for the study was collected using distribution of questionnaires. There were 70 respondents took part in answering the questionnaires. The data obtained from the questionnaires were analyzed by using SPSS software.

As a summary, after analyzing the data collected, the result showed that only one has significance relationship with the dependent variable, which are human capital.

Keyword: Challenges faced by SMEs in exporting, distribution access, human capital, export market attractiveness.