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

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FACULTY OF BUSINESS MANAGEMENT
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JULY 2018
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: Khaulah binti Mohammad Zaki.

Date: 4th July 2018
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,

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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.