

CHALLENGES FACED BY SMALL WOMAN'S BUMIPUTERA
ENTREPRENEUR IN QUALITY OF SERVICES
(A CASE STUDY IN SEREMBAN-NEGERI SEMBILAN)

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(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
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LETTER OF SUBMISSION

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The Head of The Program
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CHALLENGES FACED BY WOMAN'S BUMIPUTERA ENTREPRENEUR IN QUALITY OF SERVICES" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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ACKNOWLEDGEMENT

In the name of Allah The Merciful, The Most Powerful and The Most Gracious.

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Thank You.

Shazatul Adlin Bt Mohamad Rashid

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ABSTRACT

This research was conducted for the purposed of “Challenges Faced by Woman Bumiputera Entreapreneur in Quality of Services”. The main objectives of the research was to find the significant of all of the factors relationships with quality of services and also to give recommendation to improve the quality of services towards the Small and Medium Enterprise in Seremban, Negeri Sembilan.

The respondent of this study was woman Bumiputera entrepreneur in Seremban, Negeri Sembilan. 30 questionnaires had been distributed to them.

The conclusion of this study was the outcome from the survey analysis and findings. Through this research it shows that there are significant relationships between all the factors towards the quality of services and there are several recommendations to improve the Small and Medium Enterprise.

TABLE OF CONTENTS

Contents	Page
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLE	v
LIST OF FIGURE	vi
ABSTRACT	vii
Chapter 1: Introduction	
1.1 Woman Entrepreneurship	2
1.2 Background of the Study	4
1.3 Problem Statement	5
1.4 Research Question	6
1.5 Research Objectives	6
1.6 Theoretical Framework	7
1.7 Hypothesis	8
1.8 Significance of the Study	9
1.9 Limitations	10
1.10 Definition of Terms	11
Chapter 2: Literature Review	
2.1 Definition of Woman Entrepreneur	14
2.2 Definition of Service Quality	15
2.3 Definition of Product Quality	17
2.4 Definition of Customer Relationship	18
2.5 Definition of Skilled Labour	19