

**FACTORS AFFECTING SMES BUSINESS SUCCESS**  
**A CASE STUDY ON YOUNG ENTREPRENEURS**

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**Requirement for the**  
**Bachelor of Business Administration with Honours (International Business)**

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

**January 2019**

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN MELAKA  
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I, Nur Fatimah Binti Malik, (I/C Number: 940423045092)

Hereby, declare that,

- This work has not previously been accepted in substances 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: \_\_\_\_\_

**LETTER OF TRANSMITTAL**

January 2019

The Head of Program

Bachelor of Business Administration (Hons) International Business

Faculty of Business and Management

University Teknologi MARA

Cawangan Melaka

75300 Kampus Bandaraya Melaka

Dear Madam,

**TRANSMITTAL OF FINAL YEAR PROJECT**

Attached is the final year project paper titled “**FACTORS AFFECTING SMES BUSINESS SUCCESS: A CASE STUDY ON YOUNG ENTREPRENEURS**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincere,

.....

(NUR FATIHAH BINTI MALIK)

2015162285

Bachelor of Business Administration (Hons) International Business

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## **Abstract**

The purpose of this research is to identify the factors affecting business success: A case study of young entrepreneurs. This study was conducted to know the relationship between independent (Entrepreneurial Competency, Marketing Capability, Technology Usage and Financial Resources) variable and dependent variable where it is correlated with each other. Hence with the proper observation, its aim study aims to investigate the factors affecting business success: A case study of young entrepreneurs.

The first objective is to examine the relationship between entrepreneurial competency and determinants towards SMEs business success among young entrepreneurs. Secondly, to examine the relationship between marketing capabilities and determinant towards SMEs business success among young entrepreneurs. Thirdly, to examine the relationship between financial resources and determinant towards SMEs business success among young entrepreneurs. Lastly, it was to examine the relationship between technology usage and determinant towards SMEs business success among young entrepreneurs

The sampling design that used in this research is non- probability sampling which is the judgemental sampling. The data collection method are primary data and secondary data which the primary data are conducted by distributed a questionnaire to the sample size where 102 of respondent which is the young entrepreneurs. The finding and research were result in frequency, descriptive, correlation and regression. Finally, the data, conclusions and recommendations are conducted.