



**ENGAGING CHINA: FACTOR AND THEIR  
RELATIONSHIP TOWARDS SUCCESSFUL MARKET  
ENTRY**

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**MAY 2011**

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SUCCESSFUL MARKET ENTRY

ABDUL HAKAM BIN IBRAHIM

Submitted in Partial Fulfilment of the Requirement for  
the Bachelor of Business Administration (Hons)  
International Business

FACULTY OF BUSINESS MANAGEMENT UiTM,  
KAMPUS BANDARAYA MELAKA

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**“DECLARATION OF ORIGINAL WORK”**

I, ABDUL HAKAM BIN IBRAHIM , ( I/C Number: 880829565707 )

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: 3<sup>rd</sup> May 2011

## **LETTER OF SUBMISSION**

3<sup>rd</sup> May 2011

The Head of Program  
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Dear Mdm,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “ENGAGING CHINA: FACTOR AND THEIR RELATIONSHIP TOWARDS SUCCESSFUL MARKET ENTRY” to fulfil the requirement as needed by the Faculty of Business Management, University Teknologi Mara.

Thank you

Yours sincerely

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## **ABSTRACT**

China is one of the fastest growing markets in the world especially in Asia. Since China open their market, there a lot of success and failure story of doing business in this developing nation. The purpose of this research is to explore the relationship between successful market entry with the factor of entry modes, country risk and cultural distance. Furthermore, researcher also going to identify which factor the most significant factor that influenced the success rate of doing business in China market.

This researched used primary and secondary data, majorly in collecting the data. The interpretation of the data used correlation coefficient for testing the hypothesis, while using regression analysis for testing the most significant variables in this research. Based on our findings, the factors of entry modes, country risk and cultural distance overall have positive correlation with the success rate of market entry. Only cultural distance have not at the level of significant whereas the factor of country risk shows the most significant factors in influencing the success rate of market entry.