



**THE FACTORS INFLUENCE ENTREPRENEUR BUSINESS
PERFORMANCE IN INCUBATION INNOVATION CENTRE
AT TECHNOLOGY PARK MALAYSIA.**

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2009251304

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) INTERNATIONAL BUSINESS

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UNIVERSITI TEKNOLOGI MARA

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APRIL 2011



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“DECLARATION OF ORIGINAL WORK”

I, MOHD NOR FAZLI RAMLI, (2009251304)

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: _____

LETTER OF SUBMISSION

APRIL 2011

The Head of Programme,
Bachelor of Business Administration (Hons) International Business,
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka,
Melaka.

Dear Sir/Mdm,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE FACTORS THAT INFLUENCE ENTREPRENEUR PERFORMANCE IN INCUBATION CENTRE AT PARK MALAYSIA” to fulfill the requirement as needed by the Faculty of Business Management Universiti Teknologi MARA.

Thank you.

Your sincerely,

.....

MOHD NOR FAZLI RAMLI

2009251304

Bachelor of Business Administration (Hons) International Business

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INTRODUCTION

1.1 Background of the study

Mentoring Service, Training, Coaching and Consultancy are terms used in a variety of ways within business organisations and public sector organisations. Within the realms of person's performance improvement, Mentoring Service, Training, Coaching and Consultancy have a major role to play with an individual's personal development. As part of Knowledge Factory's capacity development programme, it provides personal development and resources to promote these support services.

1.1.1 Background of the Technology Park Malaysia Corporation Sdn Bhd

Technology Park Malaysia Corporation Sdn Bhd (TPM) was incorporated in 1996. Designed to further propel the nation into an innovation-based economy, TPM is the pioneer technology park in Malaysia aimed to increase the wealth of the community by promoting culture of innovation and competitiveness. TPM is a vibrant 700 acre technology community within MSC Malaysia. It is strategically located between the Federal Government Administrative Centre of Putrajaya and Kuala Lumpur.

TPM has been home to more than 140 technology-driven companies, contributing about 1.2% incubates at different stages of their business life-cycle. Ranking first in the list of TPM's objectives is "to incubates and nurture knowledge based enterprises by providing