THE COMPETITIVENESS LEVEL OF SMEs IN JOHOR BAHRU

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Submitted in partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours International Business

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDAR MELAKA

January 2015

BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I AM MOHD RAZIS BN SIPON, (I/C Number: 900421015571)

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: Mohd Razis Bin Sipon   Date: 9 January, 2015

LETTER OF SUBMISSION

9 JANUARY 2015

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The Head of Program,
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Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (IBM663)

 Attached is the project paper "**THE COMPETITIVENESS LEVEL OF SMEs IN JOHOR BAHRU**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

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ABSTRACT

The purpose of this research is to identify the most significant variable to measure the competitiveness level of SMEs in Johor Bahru. There are three variable to measure the competitiveness level of SMEs that are human resource background, cost reduction, and use of technology which are the independent variables for this research. The research is being conducted towards the SMEs customer of Ministry of international trade (MITI) and SME Corp in Johor Bahru and more focus the SMEs that doing international activities. The information is gathered by distributed questionnaire to the SMEs business by using convenience sampling, that are 200 questionnaire are distributed to the respondent but only 150 of questionnaire of the respondent are answering the questionnaire. Their feedbacks on answering the questionnaire will be analyze and summarize by using the Statistical Package for Social Science (SPSS) version 19 and above. The result or the findings from this research shows that the three variable are the indicator to measure the competitiveness of SMEs in Johor Bahru. Thus, several suggestions and recommendations are being made in order to encourage the SMEs in Johor to be more competitiveness to compete locally or globally.

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