



اوتنوورسيبتي تيكنولوغي مارا  
**UNIVERSITI  
TEKNOLOGI  
MARA**

**INTERNATIONALIZATION OF SMEs IN  
MALAYSIA!  
MANAGER PERCEPTION AND  
EXPECTATION**

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**2010504967**

**BACHELOR OF BUSINESS ADMINISTRATION WITH**

**(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**CITY CAMPUS MALACCA**

**JUNE 2013**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH (HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

We, **Noorasmareena bt Che Ab Latif**, (I/C Number: **900726-03-6074**) and **Nur Mohammad Royza Alif B. Zahuri** (I/C Number: **890614-10-5091**)

Hereby, declare that:

- 1) 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.
- 2) This project paper is the result of our independent work and investigation, except where otherwise stated.
- 3) All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

June 2013

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
MARA University of Technology  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER (MKT 669)**

With reference to the above matter, we student of BBA (HONS) Marketing would like to hand in our project paper entitled "**INTERNATIONALIZATION OF SMEs IN Malaysia! MANAGER PERCEPTION AND EXPECTATION**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

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NOORASMAREENA BT CHE AB LATIF  
2010674824

Yours Sincerely,

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NUR MOHAMMAD ROYZA ALIF B. ZAHURI  
2010504967

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## **ABSTRACT**

In Malaysia business trend today, many Small and Medium Enterprise (SME) company seek the opportunity to expand their business to international level. However, there are several factors that influence the internationalization of SMEs in Malaysia. Thus, a study is carried out to see the matters at hand. The title of this research paper is "Internationalization of SMEs in Malaysia! Manager Perception and Expectation". The purpose of this research is to see the relationship between independent variables which are Financial, Technology and Human Capital toward dependent variable which is internationalization of SMEs in Malaysia.

The objective highlight in this research are to know the most influencing factors of SMEs to internationalize, the current SMEs export contribution and at the same time to test the relationship between financial, technology and human capital with internationalization of SMEs in Malaysia. In gathering the data, 50 set of questionnaire was distributed to managers of 50 SMEs company around Malaysia that was choose randomly by the researchers.

In this research, it is found that two independence variables which are technology and human capital are significant with the dependent variable which is internationalization of SMEs in Malaysia. The most dominant factor or the most significant variable among all the independent variables is the technology.