

**FACTORS CONTRIBUTE TO PROFITABILITY OF WOMEN ENTREPRENEURS  
BUSINESS IN TEXTILE INDUSTRY AT KOTA BHARU**

**Research Proposal Submitted to the Faculty of Business Management,**

**Universiti Teknologi Mara (UiTM)**

**In Partial Fulfillment for the Requirement for the**

**Bachelor Business Administration (Hons) Economics**

**Universiti Teknologi Mara (UiTM)**

**BY:**

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**Universiti Teknologi Mara (UiTM)**

**2012**



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UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**FACTORS CONTRIBUTE TO THE PROFITABILITY OF WOMEN  
ENTREPRENEURS BUSINESS IN TEXTILE INDUSTRY**

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**FACULTY OF BUSINESS AND MANAGEMENT**

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**DECLARATION OF ORIGINAL WORK**

**MUHAMMAD HILMI BIN AHMAD SHAFIEN (I/C Number: 880717-03-5509)**

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 extract have been distinguish by quotation marks and sources of my information have been specifically acknowledgement.

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

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

**LETTER OF TRANSMITTAL**

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KELANTAN DARUL NAIM

Dear Sir/Madam,

**SUBMISSION OF PROJECT PAPER (BM230)**

It is my pleasure that I present my thesis entitles “**FACTORS CONTRIBUTE TO PROFITABILITY OF WOMEN ENTREPRENEURS BUSINESS IN TEXTILE INDUSTRY AT KOTA BHARU**” for your kind evaluation as required by the Faculty of Business Management, UiTM.

Your kindness in accepting the unbounded thesis is highly appreciated.

Thank You.

Yours sincerely,

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**MUHAMMAD HILMI BIN AHMAD SHAFIEN**

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**ABSTRACT**

Recognizing the importance of the emerging women entrepreneurs in creating a vibrant and dynamic economy for the nation, the Malaysian Government has been actively promoting women entrepreneurship towards realizing Malaysia’s Vision

2020. However, the research has been undertaken to determine the factors influencing performance and profitability of women entrepreneurs business focusing in textile industry, particularly in Kota Bharu, Kelantan. The objectives of this research are to determine the dominant factor that contributes to profitability of women entrepreneurs business and to determine significant relationship between innovation, motivation, government support and usage of technology associate with the profitability of women entrepreneur business. The study done by using the primary data as sources .The results show that there is some positive relationship between the measurements taken with the profitability of women entrepreneurs business in Kota Bharu.

From the result that the researchers have gained, it stated that, innovation, motivation and government support have significant relationship with dependent variable, profitability of women entrepreneurs business. Besides, usage of technology has no significant relationship with the profitability of women entrepreneurs business in Kota Bharu. These results provide significant insights related to women entrepreneurship profitability and their performance levels in Kota Bharu specifically and Malaysia generally.