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BACHELOR OF ADMINISTRATIVE SCIENCE

**THE FACTORS THAT INFLUENCED THE SUCCESS OF WOMEN
ENTREPRENEURS DURING THE COVID -19 IN KELANTAN**

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JULY 2022

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful First of all, thank to Allah the Almighty for His showers of blessings throughout the completion on our final year project. However, various obstacles had to be experienced by us while completing this task. Yet it was finished by His help and grace.

This task consists of 2 members who provide all the cooperation and effort to complete the joint evaluation. We help each other to make sure this assessment runs smoothly. So, it was a great valuable for us to study and learn this subject which is ADS 555 as conducting this project was really challenging for us. But we have our supervisor that we beloved Dr Azira Binti Ayob. She deserves a special mention here. She always motivates and give moral support to us and such understanding person. No matter the time if we did not understand about what we should do, she always answering our question about this research and she always patient to her students also explain to us what to do. Her kindness made us work harder and for that we will always be grateful.

Finally, to our caring, loving and supportive family members, our deepest gratitude. It was a great comfort and relief to know that they were willing to provide us any help. And not to forget, sincerely thankful to those who have helped in order to complete this final year project.

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ABSTRACT

During this era, we had seen that there are many women who had ventured into the entrepreneurship fields as one of their sources of income for their lives. However, women in the entrepreneurship fields are not something unique to the society. This is because women had started venturing into entrepreneurship for a long period of time. Therefore, the purpose of the study is to find out and identify the factors of women entrepreneurs' success during Covid-19 situations in Kelantan. Kelantan had known that there are many women that had been actively involved in the businesses since the mid-19th century. So, the study wants to know how they can be successful while struggling with the Covid-19 situation. In this study, we had been used quantitative approaches which using Google Forms as a medium to distribute our questionnaire. There are 212 respondents that had collected for our primary data and had been analysed to get our findings result between the dependent variable and independent variables. At the end of the study, it shows that there were only two factors shows the positive relationship to the women entrepreneurs' success during Covid-19 in Kelantan, which are family support and creativity and innovation.

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