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MARA

**FACTORS INFLUENCING THE SUCCESS OF CHINESE BUSINESS**

ABOLKASIM ADAI@ADIR

2012690062

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

(MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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## **ABSTRACT**

The purpose of this study is to describe the factors that influencing the success of Chinese business. Chinese ethnic in Malaysia is known to have a good business skills and most of them success in business and able to sustain their business for a long period of time. A study made by Max Weber mention that the economic performance for every ethnic tends to be different due to their culture and environment. Thus, the study about the factors influencing the success of Chinese business is important. By reviewing previous journal and article, the main factors that contribute to Chinese success in business are Personal traits, Commitment, Networking and Business knowledge. Quantitative method was used in this study to examine all those factors. A cross-sectional survey was conducted by distributing questionnaire to 200 of Chinese entrepreneurs within Kuching city. Multiple regression and correlation analysis were used to discover the impact and relationship between independent and dependent variable. In the end of this study, found that Commitment is the most important factors that influence the success of Chinese business.

Keyword: Personal traits, commitment, networking, business knowledge, Kuching, Chinese

## **Chapter 1**

### **INTRODUCTION**

#### **1.0 Introduction to the chapter**

This study is about the critical success factors of Chinese business in Malaysia where the focus will be on Chinese in Sarawak. This first chapter of the study presents the introduction of the study, background of the study, research problem, and specifies its research question and research objective. This will be followed by the scope, limitation and significance of study.

#### **1.1 Introduction**

Business is and activities involving exchange of value that exist in various form of society. According to Sullivan and Sheffrin (2003), businesses are prevalent in capitalist economies, where most of them are privately owned and provide goods and services to customers. Businesses can be non-profit or profit oriented. Business nowadays is different from business that we had back then in 90's. Before internet marketing and e-commerce becomes a common in business, we only have brick-and-mortar kind of business where the transactions exist at the premises. The technology had emerge and with web 2.0 organization could utilize internet as a marketing tools and business process become more easier as transaction can be done via internet.

Business has become one of the important activities nowadays since the creation of barter system. The emergent and expansion of business nowadays comes from the importance of the business itself. Business activities encourage the creation of new product and innovation as a solution for our daily problems. Day by day, there are new business come up in order to satisfy human needs and wants.

Involving in business will generates a better income for the individuals. The main objective of any entrepreneur is to gain profit and achieve a better standard of living. Business will utilizes all factors of production such as land, labor, capital and the entrepreneur to come out with the product in the same time generate incomes like wage, rent, interest and profit to the entrepreneur.