



**THE DETERMINANTS OF SUCCESSFUL BUSINESS LOCATION
IN BANGI SENTRAL, KUALA LUMPUR**

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ABSTRACT

Nowadays, entrepreneurship is considered as one of the future drivers for the economy. Entrepreneurship is generally independent decision-making about what to produce and what services provide, about the legal form of the company, the location of the business, about the level of use of equity and loan capital and about the distribution of a profit. In addition, to meet the needs of customers and its own business development the entrepreneurship provides more in terms of products and also services. But to catch customer's attention, at the beginning every enterprise must make some localization decisions and must take into several localization which is also as "business location" factors to help the company in deciding on the allocation of the firm. An important step for each newly-established company is the right selection of localization factors for the best business location. In addition, the right business location is important for every enterprise to ensure its future successful development. Enterprise must take this aspect to make the right decision. After considering of all business location determinants and market research, the company may finally decide whether a business allocates in given area or not. It is very important to make the right choices from the very beginning of doing a business, therefore, proper placement of any company on the market ensure its long-term and satisfied development in the future especially to be success in business location. Business location factors represent a set of factors that affect the location of a specific unit of production into a specific space. But it also depends on the businesses which sectors of the economy they choose. The main goal of this paper was to identify, describe, evaluate and analyse selected business location factors for the success of business location in Bangi Sentral, Kuala Lumpur.