

**DETERMINANTS OF CRITICAL SUCCESS
FACTORS – A CASE STUDY OF I.T. INDUSTRY ON
SMALL ENTERPRISE**

**AHMAD RIEDDY BIN AHMAD FAWZI
2005639656**

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UNIVERSITI TEKNOLOGI MARA
MELAKA**

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ABSTRACT

DUHA GEMILANG ENTERPRISE is one of the companies that produce corporate multimedia interactive as their core major business. This firm is incorporated in 1997 and located at Bukit Baru, Malacca. Their business activity include supplying products that include, telecommunications tools, cameras, lab tools, personal computer and other computer related services. The main purpose of this study is to determine the critical success factor of small enterprise towards IT industry. It is essential for a company to know the factor that may lead to the success of their company. Thus, this research was conducted to determine the critical success factor of a company has been involved in IT industry for quite a while.

To ensure the success of this research, primary and secondary data collection method is applied. Primary data was gathered through 30 sets questionnaires that been distributed to the respondents. While secondary data are gathered from various sources, which are internal and external secondary data and then using the SPSS program to process these data. The conclusions of this study are the outcome from the survey analysis, findings and recommendations given by the respondents. Finally, the researcher hopes that all data information and knowledge will be able to help the Duha Gemilang Enterprise to identify and determine their critical success factors.

1.1 Introduction

Multimedia is media that uses multiple forms of information content and information processing for instances text, audio, graphics, animation, video interactivity to inform or entertain the targets user audience. Multimedia also refers to the use of electronic media to store and experience multimedia content. In other word it is a synonym for traditional mixed media as well as technological new media.

From the history, in 1965 the term Multi-media was used to describe the Exploding Plastic Inevitable, a performance that combined live rock music, cinema, experimental lighting and performance art. By the late 1970's the term Multimedia was used to describe slide presentations that were delivered in time to a sound track. There were several show exhibits that presented these multi-projector slide shows with sound.

In the early 1980's interactive videodisc applications were more in advance. These are also called as interactive multimedia because images, text, and sound were used. Also during this period simple video games became popular. In the mid 1980's various computer slide show and presentation systems appeared on the market. They relied on simple two, four or sixteen color graphics, and text. Some did support rudimentary synthesized sound as user feedback.

Until today, the development of Multimedia doesn't stop. It still evolves from time to time. Even most businesses around the globe need multimedia as their tools in order to be more competitive in the corporate world today.