



**DETERMINANT FACTORS ENHANCING MICRO ENTREPRENEUR: A CASE  
STUDY IN MACHANG**

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## ABSTRACT

Micro entrepreneur is one of the business categories that are supervised by SME Corporation Malaysia. The existence of micro entrepreneur is to help those who are not poor income and so can change the fate of me. The researcher focuses on micro entrepreneurs at Machang town as a respondent to the researcher complete this research of study on the factors enhancing micro entrepreneurs at Machang. This study is to determine the factors enhancing micro entrepreneurs at Machang, Kelantan. The objectives of this study are to identify whether management factors, government assistance factors or interest are the significant factors enhancing micro entrepreneurs at Machang. The sample consists of 148 respondents from micro entrepreneurs at Machang and the researcher has been analysed using methods of regression, one way ANOVA, Pearson-correlation, reliability analysis and descriptive analysis as well as the collected data using the Statistical Package for Social Science (SPSS) version 20.0. This study concludes that independents variable which is management factor; government assistance factors and interest are significant towards enhancing micro entrepreneurs at Machang.

*Key words: micro entrepreneur, enhancing, management, government assistance and interest*

## CHAPTER 1

### INTRODUCTION

#### 1.0 INTRODUCTION

A micro enterprise is defined in many variety ways such as number of employee, the value of profit and the level of capital costs per workplace (Madhav Sharman et al, 1990). Micro enterprise divide to two sectors which is manufacturing, service and other services that get sales turnover less than RM300,000, have full time worker and employees less than five people (SME Corp, 2016). SME Corporation Malaysia helps the micro enterprise to enhance productivity and accelerate business growth. Entrepreneur term taken from word ‘entreprenre’ in France language that means between taker or go between in purpose that entrepreneur is individual position between supplier and consumer (Abdul Aziz et al, 2011). There are many different definition about entrepreneur that given by some figure such as (Albert Shapero, 1975) individual like to take an initiative, organize mechanism of social and economy and accept all the failure, someone that introduce something new and develop the technology that never try before this (Joseph Schumpeter, 1934) and individual that develop the richer through value added process like way to activate the idea, search the resources and make something happen (Raymond, 1993).

In Malaysia, government as a main role to attract enthusiasm society especially Bumiputera to involve in entrepreneurial include micro and small size. Issue about involvement Malay people in entrepreneurial often discussed and it be the main government agenda to ensure Malay community