



اوتيو تكنولوجي مارا
UNIVERSITI TEKNOLOGI MARA

**BACHELOR IN BUSINESS ADMINISTRATION
(MARKETING)**

SESSION MARCH-JULY 2015

**“FACTORS CONTRIBUTE TO BUSINESS SUSTAINABILITY
AMONG WOMEN ENTREPRENEURS IN KELANTAN: A CASE
STUDY AT PASAR SITI KHADIJAH, KOTA BHARU,
KELANTAN”**

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ACKNOWLEDGEMENT

“In the name of Allah, The Most Gracious, The Most Merciful and Selawat and Salam to His Messenger our Prophet Muhammad SAW.”

First and foremost, my humble gratitude and appreciation to Almighty Allah SWT for giving me the chance to complete this project paper on time.

Firstly, I am feeling grateful to my advisor Dr. Tuan Mohd Rosli Bin Tuan Hassan for the guidance and support to complete this project paper. Special thanks to my second advisor, Prof. Madya Dr. Mohd Shukri Bin Haji Omar for his support in order to make this research more meaningful.

Deep sense of gratitude to all women entrepreneurs of Pasar Siti Khadijah, Kota Bharu, Kelantan for their cooperation. This project would not have been possible without the support of 100 of respondents.

Special thanks to all my friends, especially my internship team for sharing knowledge and invaluable assistance. Lastly, my love and gratitude goes to my beloved family members for their support, motivation and endless love.

Thank you,

Nurul Nabila Binti Ruslan

June 2015

Universiti Teknologi MARA (UiTM),

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ABSTRACT

The purpose of this study is to determine the factors contribute to business sustainability among women entrepreneurs in Kelantan. This study was focused on women entrepreneurs at Pasar Siti Khadijah, Kota Bharu, Kelantan. There are four factors that being studied, which were; family support, networking, motivation, and education. For data collection, the researcher used both the primary and secondary data. In addition, the questionnaires had been used to get feedback from respondents. There were 100 set of questionnaires has been distributed to respondents. When the data was collected and tested on his reliability, then analyzed by using frequency analysis, descriptive analysis and regression analysis. Lastly, the finding of this study is there are two independent variables contribute to business sustainability which is networking and education.

CHAPTER 1

INTRODUCTION TO THE RESEARCH

1.0 Introduction

This study concerned on the "Factors Contribute to Business Sustainability Among Women Entrepreneurs in Kelantan: A Case Study at Pasar Siti Khadijah, Kota Bharu , Kelantan. For the introduction, researcher discussed about the background of the study. This study is divided into three chapter which are introduction to the research, literature review, and research methodology. Meanwhile, finding and analysis, and conclusion will be added in chapter 4 and 5.

1.1 Background of study

Entrepreneurship plays an imperative role in the growth of any society (Punithavathy Pandian,2002). She added that, Development of entrepreneurship culture and qualitative business development services are the major requirements for industrial growth. Entrepreneurship emerges from an individual's creative spirit into long-term business ownership, employment creation, capital formation and economic security. Entrepreneurial skills are essential for industrialisation and for alleviation of mass unemployment and poverty.

In the context of small and medium enterprises (SMEs), SMEs are the main contributor toward prospering the Malaysian economy. Despite the fact that Malaysia is a fast growing economy in South-East Asia, failures of SMEs is unavoidable. According to Norizatun Azmin,2011, in Malaysia, most of the large companies started out as micro enterprises that have grown into small and medium enterprise (SME). Their sustainability in business enabled them to withstand any economic condition thus contributed towards the nation's