



**AN INVESTIGATION OF THE GOVERNMENT EXPORT ASSISTANCE PROGRAMMES ON
FIRM'S PERFORMANCE: A STUDY OF SMEs IN MALAYSIA**

FATHIN NABIHAH BINTI SAPEE

2010101937

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TECHNOLOGY MARA

MALACCA CITY CAMPUS

DECEMBER 2015

**AN INVESTIGATION OF THE GOVERNMENT EXPORT ASSISTANCE PROGRAMMES ON
FIRM'S PERFORMANCE: A STUDY OF SMEs IN MALAYSIA**

FATHIN NABIHAH BINTI SAPEE

2010101937

**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TECHNOLOGY MARA

MALACCA CITY CAMPUS

DECEMBER 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
“DECLARATION OF ORIGINAL WORK”**

I, Fathin Nabihah Binti Sapee (I/C Number: 900205146438)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or for any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature:

Date: 29th December 2015

LETTER OF SUBMISSION

29th December 2015

The Head of Program

Bachelor of Business Administration

(Hons) International Business

Faculty of Business Management

University Technology Mara

No 110, Off Jalan Hang Tuah

75300 Malacca

Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER (IBM 663)

Enclosed here is the research entitled "AN INVESTIGATION OF THE GOVERNMENT EXPORT ASSISTANCE PROGRAMMES ON FIRM'S PERFORMANCE: A STUDY OF SMEs IN MALAYSIA" to fulfill the requirement as needed by the Faculty of Business Management, University Technology Mara. We hope this report will fulfill the requirement and also achieve the objectives of this study.

Thank you.

Yours faithfully,

FATHIN NABIHAH BINTI SAPEE

2010101937

ABSTRACT

SMEs presence is significant nowadays to most economies, particularly those from emerging countries. The internationalization of these firms is no longer an option, it is indeed necessary for them to follow the wave of globalization. Despite of their constraints, Malaysian SMEs are struggling to expand into international market and compete internationally to sustain their foothold in the country. Various factors have forced SMEs in Malaysia to engage internationally, however the venture are difficult to be accomplished independently. As a result, the Malaysian government has initiated various efforts in supporting them to stand in the international arena. Many agencies have been established and numerous programmes have been developed to encourage SMEs internationalization. This study aims to investigate whether the following constructs, awareness of export assistance programmes among SMEs in Malaysia, satisfaction among SMEs with the programmes provided and benefit of export assistance programmes would have a relationship with the firms' performance.

Using the email questionnaire technique, a survey was conducted among SMEs in Malaysia. In total, 500 questionnaires were distributed, 89 completed questionnaires were received back within the period of four weeks. The demographic profile of the respondents were discussed and presented. Next, in determining the relationship between awareness, satisfaction and benefit of the export assistance programmes on firms' performance, regression analysis was performed. In terms of the relationship between awareness and performance, satisfaction and performance as well as between benefit and performance, the results indicated that all of them are significantly related to performance where satisfaction makes the strongest unique contribution to explain the firms' performance.