

UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



THE CHALLENGES FACED BY SMES ENTREPRENEURS:
A CASE STUDY AT MELAKA TENGAH

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2009243622

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JULY 2012

CLEARANCE FOR SUBMISSION OF THE RESEARCH BY THE SUPERVISOR

Name of Supervisor : Madam Nor Azira bt Ayob

Title or Research Report : The Challenges faced by SMEs Entrepreneurs: A
Case Study at Melaka Tengah

Name of Students : Amirah bt Che Abdul Halim

Nor Suhada bt Anuar

I have reviewed the final and complete research report and approve the submission of the report evaluation.

Remarks:

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(MADAM NOR AZIRA BT AYOB)

Date:

LETTER OF TRANSMITTAL

Amirah Bt Che Abdul Halim
Bachelor of Administrative Science (Honours),
University Teknologi MARA Melaka,
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110 Off Jalan Hang Tuah,
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Madam Nor Azira Bt Ayob
Supervisor of Applied Research (ADS 555)
Faculty of Administrative Science and Policy Study,
University Teknologi MARA Melaka,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Madam,

SUBMISSION OF APPLIED RESEARCH REPORT

Regarding to the above matter, we hereby submit our research report entitled The Challenges faced by SMEs Entrepreneurs: A Case Study at Melaka Tengah. This final report is a requirement for the completion of Applied Research (ADS 555) subject, which is required by the Faculty.

We have done through study and analysis for preparing this final report. We believed that through this analysis and the findings that we obtained, can contributed to the Faculty, UiTM itself and also for the people out there.

Therefore, we hope this report will fulfill the requirement of the Applied Research (ADS555).

We also would like to apologize for any mistakes or missions in doing this report.

Thank you.

Yours faithfully,

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(AMIRAH BT CHE ABDUL HALIM)

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(NOR SUHADA BT ANUAR)

ABSTRACT

The study seeks to determine the challenges faced by SMEs Entrepreneurs. A sample of 92 of 120 SMEs Entrepreneurs at Melaka Tengah had been selected for this study. The findings showed that the independent variables or factors that support our hypothesis are financial, technology, managerial competencies and human resources. It means that all these four factors determine their relationship with the challenges faced by SMEs Entrepreneurs. Simple random sampling will be used to distribute the questionnaire to selected respondents. Based on this finding, managerial competency is the most contributors to the challenges faced by SMEs Entrepreneurs. While, all those four independent variables have a significant relationship with the challenges faced by SMEs Entrepreneurs. This is due to the result of correlation coefficient that has been used. In conclusion, financial, technology, managerial competencies and human resources contribute to the challenges faced by SMEs Entrepreneurs.