



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA**

BACHELOR IN ADMINISTRATIVE SCIENCE (HONS)

APPLIED RESEARCH PROJECT

ADS555

RESEARCH TITLE:

**A STUDY ON THE FACTORS CONTRIBUTING TO THE PERFORMANCE OF
RETAILS SMES IN MELAKA TENGAH**

NAME OF STUDENTS:

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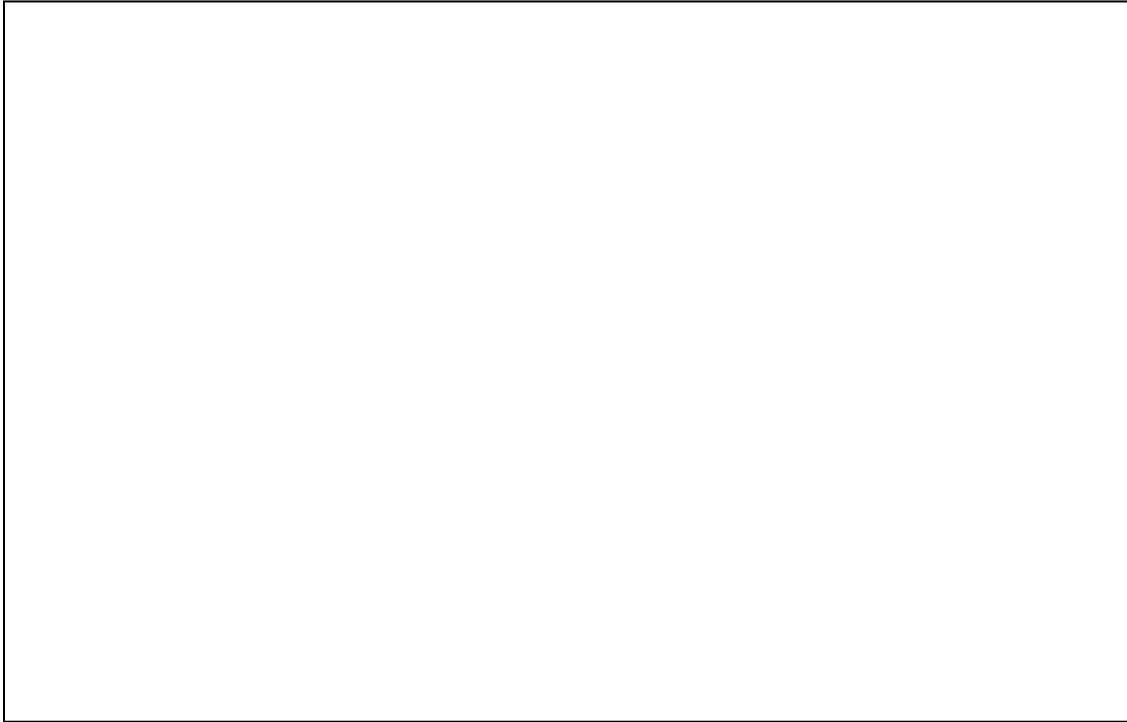
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NAME OF 2ND SUPERVISOR


MISS EKMIL KRISNAWATI ERLAN JONI

SEPTEMBER 2012-JUNE 2013

Supervisor's Comments

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Moderator's Comments

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE
SUPERVISOR**

Mohammad Bastyan Bin Mahmud

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

(Signature)

Date:

Acknowledgement

Firstly, we were thankful to Allah S.W.T, the most gracious and the most merciful, because of His blessing and mercy and for giving us healthy physical and mental to finish our research proposal. Under the guidance of our advisor, Sir Mohammad Bastyan Bin Mahmud, who is so generous in lending his hand and knowledge for assisting us and also his commitment along the progress to accomplish this research. Thanks a lot for all kindness you have shown sir.

We also want to express our appreciation to all lecturers in Faculty of Administrative Science & Policy Studies who always give us support and helps either direct or indirectly during the implementation of this final proposal and during our three years study in UiTM.

Last but not least, we would like to convey our special gratitude to our beloved family who give us strength to keep up with the study and encourage us in the process of succeeding this project paper. Also thanks to other individuals who have involved either directly or indirectly in this final proposal.

Thank you very much.

Abstract

The study seeks to determine the factors contributing to the successfulness of retail SMEs in Melaka Tengah. A sample of 108 of 146 SMEs Entrepreneurs who are bumiputera and registered with Pusat Khidmat PKS Melaka at Melaka Tengah had been selected for this study. The findings showed that the independent variables or factors that support our hypothesis are government's efforts in implementing NKEA, application of information technology, human capital development, and availability of financial resources. Simple random sampling will be used to distribute questionnaire to selected respondents. To conclude based on the findings, all those four independent variables have significant relationship with successfulness of SMEs.