

UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI



STRATEGIC COMPETENCIES OF BUMIPUTERA SME
OWNERS IN MELAKA TENGAH DISTRICT.

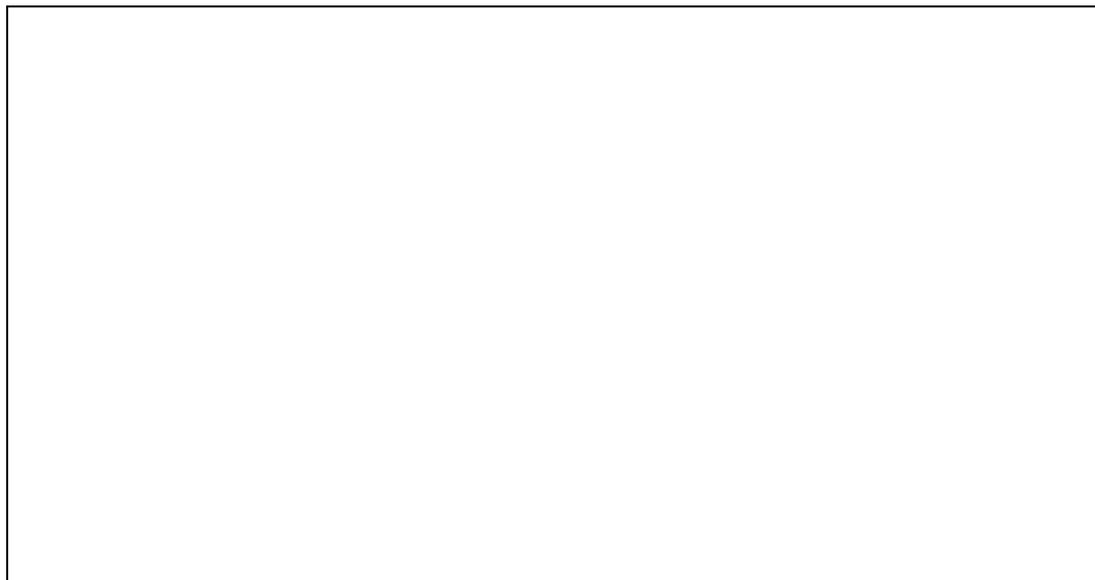
MOHD NAZIR BIN RABUN
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AHMAD SYAHREEN BIN JAILANI
2009863228

MAY 2011

COMMENTS

Supervisor's Comments

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Moderator's Comments

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

Mr. Mohd Zulhilmi Bin Mohd Yunus
Faculty of Administrative Science and Policy Studies
UiTM Bandaraya Melaka

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

Date:

LETTER OF TRANSMITTAL

Mohd Nazir Bin Rabun
Bachelor of Administrative Science (Hons.)
Faculty of Administrative Science and Policy Studies
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Bachelor of Administrative Science (Hons.)
Faculty of Administrative Science and Policy Studies
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Mr. Mohd Zulhilmi Bin Mohd Yunus
Prof. Madya Mohammad Nor Bin Othman
Advisor Lectures of Applied Research
Faculty of Administrative Science and Policy Studies
UiTM Bandaraya Melaka

Dear Madam/Sir,
Submission of Research Report

Regarding to above subject matter, we hereby submit our research report title "Strategic Competencies of Bumiputera SME Owners in Melaka Tengah District" as requirement for the completion of Applied Research Project (ADS554) subject for kind perusal and retention.

Thank you,
Yours sincerely,

.....
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Bachelor of Administrative Science (Hons.)

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ABSTRACT

This paper focuses on the strategic competencies of the small and medium enterprises (SMEs) owners. The aim is to identify the level of the competencies of Bumiputera SME owners in Melaka Tengah District. The empirical data consisted of 46 Bumiputera SME owners in that area. The data are analysing based on the stage in the strategic competencies which are strategy formulation, strategy implementation and strategy evaluation. The results suggest that the owners are not too competent with the strategy evaluation competency. The results increase our understanding on the strategic competencies level of Bumiputera SME owners in Melaka Tengah District.