

**THE SUCCESS FACTORS OF BUMIPUTRA
SMALL AND MEDIUM ENTERPRISE
ENTREPRENEURS IN ALOR GAJAH**

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TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x
CHAPTER ONE: INTRODUCTION	
1.1 Background of Company	2
1.2 Background of Study	5
1.3 Problem Statement	6
1.4 Research Questions	7
1.5 Research Objectives	7
1.6 Theoretical Framework	8
1.7 Hypothesis	9
1.8 Significant of the Study	10
1.8.1 Company	10
1.8.2 Bumiputra Entrepreneurs	11
1.8.3 Researcher	11
1.8.4 Faculty	11
1.9 Scope of the Study	12
1.10 Limitation of the Study	12
1.10.1 Time constrains	12
1.10.2 Lack of Experience	12
1.10.3 Financial Limitation	13
1.10.4 Availability and Confidentiality of Data	13
1.10.5 Lack of Cooperation	13
1.11 Definition of Terms	14
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	16
2.2 Entrepreneurship Traits – The Right Stuff	16
2.3 Managerial Skills and Competencies	19
2.3.1 Development of Managerial Skills	23
2.4 The Making of a Successful Entrepreneurs	27
2.5 Development of Successful Entrepreneurs	28

CHAPTER THREE: RESEARCH METHODOLOGY

3.1	Research Design	32
3.2	Population	32
3.2.1	Population of the Study	32
3.3	Sampling	33
3.3.1	Sampling Frame	33
3.3.2	Sampling Technique	33
3.3.3	Sampling Size	34
3.4	Data Collection Method	35
3.4.1	Primary data	35
3.4.2	Questionnaire Design	36
3.5	Data Analysis	38

CHAPTER FOUR: DATA INTERPRETATION AND ANALYSIS

4.1	Introduction	41
4.2	Reliability Testing	42
4.3	Respondent Profile	43
4.4	Successful Entrepreneur	46
4.5	Frequency Analysis	48
4.5.1	School and Education system	48
4.5.2	Government Organizations	50
4.5.3	Universities and Colleges	52
4.5.4	Private Sectors	54
4.5.5	Successful Entrepreneurs	56
4.6	Hypothesis Testing	57
4.6.1	Relationship between School and Education System with the Successful Bumiputra SME Entrepreneurs	57
4.6.2	Relationship between Government Organizations with the Successful Bumiputra SME Entrepreneurs	58
4.6.3	Relationship between Universities and Colleges with the Successful Bumiputra SME Entrepreneurs	59
4.6.4	Relationship between Private Sectors with the Successful Bumiputra SME Entrepreneurs	60
4.6.5	Relationship between School and Education System with the Successful Bumiputra SME Entrepreneurs	61
4.6.6	Relationship between Government Organizations with the Successful Bumiputra SME Entrepreneurs	62
4.6.7	Relationship between Universities and Colleges with the Successful Bumiputra SME Entrepreneurs	63
4.6.8	Relationship between Private Sectors with the Successful Bumiputra SME Entrepreneurs	64
4.6	Correlation	66

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1	Conclusion	69
5.2	Recommendation	71
5.2.1	Effective Roles by the Private Sectors and Government Organizations.	71

ABSTRACT

Entrepreneurship creates wealth and reduces unemployment. Entrepreneurs contribute to industrialization as well as to economic growth; they improve living standards and tax revenues from their enterprises contribute to a nation's treasury. Not surprisingly, then, governments have been spending considerable sums of money trying to create entrepreneurs. The question remains, however, "can entrepreneurship really be taught?" To provide a response of any value, one must address the definition of entrepreneurship. As evident from the literature, there is no universally-accepted definition of entrepreneurs or of entrepreneurship. If entrepreneurship is equated with the causing of economic disequilibrium – as per the Schumpeterian literature – then one can argue that entrepreneurs tend to be born, rather than made. There were several factors that can lead to the success of the Bumiputra SME entrepreneurs.

The research objectives of this study are what factors contribute to the success of Bumiputra SME entrepreneurs, is there any relationship between entrepreneurial traits and successful entrepreneurs and is there any relationship between managerial skills and successful entrepreneurs. The research objectives are to determine factors contribute to the success of Bumiputra SME entrepreneurs, to identify the relationship between entrepreneurial traits and successful entrepreneurs and to examine the relationship between managerial skills and successful entrepreneurs. In this research, it used simple random sampling, 60 respondents answering the questionnaire and using SPSS to process the data. As a result, it can be seen that universities and colleges and school and education system have significant relationship with the successful entrepreneurs.