



**FACTOR INFLUENCING THE DISTRIBUTION OF PRODUCT  
AMONG BUMIPUTERA ENTREPRENEUR IN SMALL MEDIUM  
INDUSTRIES AT MALACCA**

**ROSZILA BINTI HASHIM  
2006819508**

**BACHELOR BUSINESS ADMINISTRATION (HONS)  
MARKETING FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA MELAKA**

**APRIL 2009**

## **ACKNOWLEDGEMENT**

In the name of Allah SWT, The Most Gracious, the Most Compassionate and The Most Merciful.

Alhamdulillah, all thanks and praise are due to Allah for making things possible, for giving me the strength, spiritual and physical and inspiration to complete this project paper accordingly.

First of all, I would like to express my special acknowledgment to Pn Habsah Binti Kasim for her guidance, beneficial advice, expertise and also the pleasant discussion during this entire project paper preparation and completion. I also would like to express my acknowledgement to my second examiner, Associate Professor Shahariah for her advice and not forget to all lecture UITM City Campus for their advise and their skill to tech me.

Last but not least, a thousand of thank you to my family to their individual support and love. I also like to express my dedicated to all my friends who are helping me a lot in process of preparing this project paper.

Wassalam

*Roszila Binti Hashim*

*Bachelor Business Administration (Hons)*

*Marketing*

*2006819508*

## TABLE OF CONTENTS

Contents	Page
<b>ACKNOWLEDGEMENT</b>	<b>I</b>
<b>TABLE OF CONTENTS</b>	<b>II</b>
<b>LIST OF TABLE</b>	<b>V</b>
<b>LIST OF FIGURE</b>	<b>VI</b>
<b>LIST OF CHART</b>	<b>VII</b>
<b>ABSTRACT</b>	<b>VII</b>
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Background of Study	1
1.2 Problem Statement	6
1.3 Research Question	7
1.4 Research Objective	7
1.5 Hypothesis	8
1.6 Scope of Study	9
1.7 Significant of Study	10
1.8 Limitation	11
1.9 Definition of Term	12
1.10 Theoretical Framework	14
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.1 Product distribution	16
2.2 Transportation	17
2.3 Cost	18
2.4 Supplier	18
2.5 Location	19

## TABLE OF CONTENT

Contents	Page
<b>CHAPTER THREE: RESEARCH METHADODOLOGY</b>	
3.1 Research Design	21
3.2 Target Population	21
3.3 Sampling	21
3.3.1 Sampling Method	22
3.3.2 Sampling Technique	22
3.3.3 Sampling Frame	23
3.3.4 Sampling size	23
3.4 Data Collection	23
3.4.1 primary Data	23
3.4.2 secondary Data	24
3.5 Questionnaire Development	24
3.6 Preparation Data Analysis	26
<b>CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION</b>	
4.1 Reliability Test	27
4.2 Respondent Profile	27
4.3 To Discover Factor Product Distribution among Bumiputera Entrepreneur	31
4.3.1 Transportation	31
4.3.2 Cost	33
4.3.3 Supplier	34
4.3.4 Location	35
4.3.5 Product distribution	37
4.4 To Find Significant Relationship All the Factor Influence Product distribution Among Bumiputera in SMI	
4.4.1 The Relationship between Transportation and Product Distribution	38
4.4.2 Relationship Between Cost and Product Distribution	39
4.4.3 Relationship between Supplier and Product Distribution	40
4.4.4 Relationship between Location and Product Distribution	41

## ABSTRACT

This research was conducted for the purpose of “Factor Influencing Distribution of Product among Bumiputera Entrepreneur at Malacca”. The main objective of this research was to identify the factor that influences product distribution in SMI which also can increase the number of distribution.

The research is conducted using non-probability sampling and the sampling method is convenience sampling. The respondent of this research was Bumiputera Entrepreneur which is 40 respondents entrepreneur from Malacca. 50 questionnaires had been distributed to those Bumiputera Entrepreneur, but only 40 are valid and available. Factor influencing distribution of product such as transportation, cost, supplier and location play a major role in enhancing product distribution. Therefore these factors were used in this research. The conclusion of this research was the outcomes for the survey analysis and findings. Based on the finding, some recommendation have been suggested in order to help this industries increase their product distribution.