



THE READINESS OF YOUNGSTER TO BE GLOBAL
VIA ONLINE ENTREPRENEURSHIP

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ENTREPRENEURSHIP

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Submitted in Partial Fulfillment of the Requirement
for the Bachelor of Business Administration with Honors
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FACULTY OF BUSINESS MANAGEMENT

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JANUARY 2018

DECLARATION OF ORIGINAL FRAMEWORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL FRAMEWORK”**

I, Naqib Akmal Bin Sholikhin, (I/C Number: 950503-10-6683)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Naqib Akmal Bin Sholikhin

Date:

LETTER OF SUBMISSION

Madam Harniyati binti Hussin
Lecturer of UiTM Melaka, Alor Gajah Campus
Faculty of Business Management
Universiti Teknologi MARA (UiTM) Melaka,
Kampus Alor Gajah, KM 26 Jalan Lendu,
78000 Alor Gajah, Melaka.

Dear Madam Harniyati binti Hussin

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “**The Readiness of Youngster to be Global via Online Entrepreneurship**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

Naqib Akmal bin Sholikhin

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ABSTRACT

Entrepreneurship is the willingness to engage into entrepreneurial behavior in the future. Entrepreneurship intention may be affected by different factors. The purpose of this study is to investigate the factors that may influence to the readiness of youngster to be global via online entrepreneurship. The population for this study is 174,900 of young adult in Melaka and the researcher use purposive sampling method to be used as the respondent. The target respondent for this study among young adult which the age is between 18 to 35 years old. The Questionnaire were given to 179 young adult. Out of 179, only 175 were returned and 4 has not been accepted. After the collection of data, a code was developed for each variable before being transferred to the computer for analysis. In this study, the researcher will use the Statistical Package for Social Sciences (SPSS) as the study statistics software to analyze data that has been collected. To be added, few statistical tools will be used in this study such as Reliability Analysis, Frequency Analysis, Descriptive Analysis and Multiple Regressions.

Key terms: Online Entrepreneurship, Innovative Ideas, Adoption of Smartphones, Personal Challenges