



**SMALL MEDIUM ENTERPRISE IN MELAKA
ENTERING INTERNATIONAL MARKET**

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**BACHELOR OF BUSINESS ADMINISTRATION
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**Submitted in Partial Fulfillment
Of the Requirement for the Bachelor of Business
Administration
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UITM, KAMPUS BANDARAYA MELAKA**

(MEI 2011)

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, HAYATI BT ABD JALIL

I/C NUMBER: 880923-14-5178

Hereby: declare that;

- This work has not previously been accepted in substance for any degree, locally or overseas and 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: _____

Date: _____

LETTER OF SUBMISSION

8 May 2011

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA (UiTM)
Kampus Bandaraya Melaka
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached herewith is the project paper entitled "**SMALL MEDIUM ENTERPRISE IN MELAKA ENTERING INTERNATIONAL MARKET**" to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

The strategic thrust of Malaysian SME development is clearly to enhance SME competitiveness in the regional and global arena. The objective of this research paper was done is to identify the factor that challenges small firm in Melaka to enter international market. Design of this study is questionnaires distributed to SME entrepreneur in Melaka area. Findings of this study are key to the success of Melaka Small Medium Enterprise (SMEs) to enter international market will be capabilities depends significantly on high level of SME entrepreneur managerial , source of financing and technology availability. Research limitation will be researcher hardly finds commitment from respondent to answer the questionnaire and give quick feedback upon the questionnaires distributed. Value of this study was the expansion market of SME in Melaka will somehow contribute to state and country economical stability. Therefore, it is important for the state government plays their role and focuses these factors in order to enhance Melaka SME performance in international arena.

Keywords: Small Medium Enterprise, Melaka, Entering, International Market