



TO STUDY THE EFFECTIVENESS OF EXPORT PROMOTION BY MALAYSIAN
EXTERNAL TRADE AND DEVELOPMENT (MATRADE)

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JAN 2014

DECLARATION OF ORIGINAL WORK



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I, MOHD AMIRUL BIN MOHD SYAFIQ SURESH, (I/C Number : 921031135221)

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: _____

Date: _____

LETTER OF SUBMISSION

10th Jan 2014

Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 662)

With reference to the above matter, I am a student of BBA (HONS) Marketing would like to hand in my project paper entitled ‘To Study The Effectiveness of Export Promotion Programs on Export Performance by Malaysian External Trade and Development (MATRADE)’ to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

Mohd Amirul bin Mohd Syafiq

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(BBA HONS Marketing)

Abstract

Purpose-Export performance is really important for the firms in order to identify their strength. One of the strategies is to export. MATRADE, a national trade agency offer various support for these firm to export. Thus the purpose of this research is to find out how effective the export promotion programs on export performance of the firms.

Problem Statement-The gap that the researcher find is MATRADE have not done any study or research on measuring their effectiveness of export promotion programs on the firms export performance. Secondly is how the export performance is operationalised. The last gap is expenditure does not reflect output.

Objective-To find the relationship between export promotion programs on export performance. Next, is to find which factor or which export promotion program gave impact the most on export performance.

Methodology-A close-ended questionnaire survey is conducted with a sample size of 50 respondents among MATRADE members who is active in export activity for the last 18 months. SPSS version 20.0 is used to find the data reliability, frequencies of data, correlation test and regression test in order to test all the hypothesis involved and to also answer all the objectives that present.

Summary of The Findings-The result shows that export promotion programs have positive relationship with export performance but yet has no strong impact on export performance.

Keywords MATRADE, Export Performance, Export Promotion Programs, Export Promotion Instrument, Objective Knowledge, Experiential knowledge, Financial goal achievement, Strategic goal achievement, Organizational goal achievement.

TABLE OF CONTENTS

No.	Content	Page
I	TITLE PAGE	i
II	DECLARATION OF ORIGINAL WORK	ii
III	LETTER OF SUBMISSION	iii
IV	ACKNOWLEDGEMENTS	iv
V	TABLE OF CONTENTS	v
VI	LIST OF FIGURES/GRAPHS/DIAGRAMS	vi
VII	LIST OF TABLES	vii
VIII	LIST OF ABBREVIATIONS	viii
IX	ABSTRACT	ix
1.0	Introduction	
1.1	Background of Study	1-2
1.2	Problem Statement	3-5
1.3	Research Questions	5
1.4	Research Objectives	5
1.5	Scope of Study	6-7
1.6	Significance of Study	7-8
	1.6.1 The researcher	7
	1.6.2 The Manufacturers / Firms	7
	1.6.3 MATRADE	8
	1.6.4 University technology MARA	8
1.7	Definition of Terms	
	1.7.1 Export Promotion Programs (EPP)	8
	1.7.2 Export Performance	9
2.0	Literature Review	
2.1	Export Performance	10-11
2.2	Export promotion programs (EPP)	11-12
	2.2.1 EPP providing objective knowledge	13
	2.2.2 EPP providing experiential knowledge	14-15
2.3	EPP use on financial goal achievement	15-16
2.4	EPP use on strategic goal achievement	16-17
2.5	EPP use on organizational learning goal achievement	18
2.6	Hypotheses Statement	19\