



**IMPLICATION OF STRATEGIC MANAGEMENT
ON BUSINESS PERFORMANCE**

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JUNE 2015

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS

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“DECLARATION OF ORIGINAL WORK”

I, MOHD SAFIZ BIN YUSOFF (921020-01-5963)

Hereby declare that:

- This work has not previously been accepted in substances for any degree, locally or abroad and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except otherwise stated
- All verbatim extracts have been distinguished by quotation mark and source of my information have been specifically acknowledged
- If it is found to have committed plagiarism or other form of academic dishonesty, action can be taken against me under UiTM's Academic Regulation.

.....

Mohd Safiz Bin Yusoff

Date: _____

LETTER OF TRANSMITTAL

The Head of Program
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Faculty of Business Management
University Teknologi Mara (UiTM)
Kampus Bandaraya Melaka
10 off Jalan Hang Tuah
75300 Melaka

Dear Madam,

Submission of research Report

Regarding to above subject matter, I hereby submit our research report title "Implementation Of Strategic Management And Business Performance Of SME in Kluang" as requirement for the completion of applied research project subject for kind perusal and retention

Thank you,

Yours sincerely,

.....

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Abstract

This paper focus on strategic management implementation among in area of Kluang. The aim is to determine the strategic management that affects business performance the most. It is also to assess the relationship between strategic management implementation and performance by SME's in Kluang. The empirical data come from 62 respondents whom are owner of respective SME in the stated region. The data were analyzed using four analysis methods in interpreting the data collected, namely reliability test to study the consistency and reliability of data, frequency test to determine the respondent profiler, correlation analysis and regression analysis to discover the relation between variables. Based on the final result, the reliability test is marked as good at 0.758.

The result showed that the respondent seen strategic management could only moderately help their business to perform, indicating low awareness in the field in descriptive statistics. In correlation analysis, it is revealed that the respondent are not completely practicing and implementing strategic management where strategic formulation is the highest rate practiced, could only obtained low relationship with business performance. Strategy implementation is the least phase practiced by owner of SME in this region while strategic evaluation is practiced at low rate, in achieving better business performance.

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