



**THE IMPORTANCE OF INTERNET
FOR SME INTERNATIONALIZATION**

MUHAMMAD NAJIB BIN NASARUDIN

2011204374

FARHANA AISHAH BINTI ABD LATIFF

2012699284

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

MALACCA CITY CAMPUS

JULY 2014

DECLARATION OF ORIGINAL WORK



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

I, MUHAMMAD NAJIB BIN NASARUDIN, (I/C Number: 920705015889) AND
FARHANA AISHAH BINTI ABD LATIFFE, (I/C Number: 910528-01-5706)

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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: _____

Signature: _____

Date: _____

Date: _____

LETTER OF TRANSMITTAL

**MUHAMMAD NAJIB BIN NASARUDIN
FARHANA AISHAH BINTI ABD LATIFF**

Bachelor of Business Administration
(Hons) International Business
Faculty of Business Management
Universiti Teknologi Mara
No. 110, Off Jalan Hang Tuah
75300, Melaka

SIR ZAKI BIN MOHD SADIK

Advisor Project Paper
Faculty of Business Management
Universiti Teknologi Mara
No. 110, Off Jalan Hang Tuah
75300, Melaka

Dear Sir,

SUBMISSION OF FINAL REPORT

Enclosed herewith is a thesis entitled **“THE IMPORTANCE OF INTERNET FOR SME INTERNATIONALIZATION”**. We hope this thesis will meet the requirement and expectation from you and the faculty. Thank you very much for all the guidance and support you have generously rendered upon the completion of the thesis.

THANK YOU VERY MUCH FOR YOUR TIME AND CONSIDERATION.

Yours sincerely,

MUHAMMAD NAJIB BIN NASARUDIN
2011220264
Bachelor of Business Administration (Hons) International Business

Yours sincerely,

FARHANA AISHAH BINTI ABD LATIFF
2012699284
Bachelor of Business Administration (Hons) International Business

ABSTRACT OF THE TOPIC

The small and medium-sized enterprises (SME) sector has an important role to play in developing economies not only in economic development, but also in poverty improvement and job creation. The sector faces a number of constraints especially in accessing finance, markets, training and technology. Access to business information services has been identified as one area that needs attention from governments and business services providers if the SME sector in developing countries is to achieve sustainable levels of growth and development. Accessing business information services has over the years been greatly enhanced with the emergence of various information and communication technologies. SMEs nowadays should aware of the important of the Internet in their business in order to help them growth internationally. The Internet will increasingly empower SMEs to participate in the knowledge economy by facilitating connectivity, helping to create and deliver products and services on a global scale, and providing access to new markets and new sources of competitive advantage to boost income growth.

TABLE OF CONTENT

	Page
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF FIGURES	viii
LIST OF TABLE	ix
ABSTRACT	x
CHAPTER 1	
1.1 BACKGROUND OF STUDY	1
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH QUESTIONS	5
1.4 RESEARCH OBJECTIVE	5
1.5 HYPOTHESES	6
1.5.1 HYPOTHESES 1	6
1.5.1 HYPOTHESES 2	6
1.5.1 HYPOTHESES 3	6
1.5.1 HYPOTHESES 4	6
1.6 SCOPE OF STUDY	7
1.7 SIGNIFICANT OF STUDY	8
1.7.1 SMEs	9
1.7.1 Government agencies	9
1.7.1 Policy maker	9
1.8 LIMITATION OF STUDY	9
1.8.1 Time constraints	9
1.8.2 Lack of experiences	10