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**FACTORS AFFECTING THE PERFORMANCE OF RETAIL SMALL- MEDIUM
ENTERPRISE (SMES) IN MALAYSIA**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT,
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“DECLARATION OF ORIGINAL WORK”

- | | | |
|-----|-----------------------------|----------------|
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Here declare that: This work has not previously been accepted in substances 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.

Signature: _____ Date: _____

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LETTER OF TRANSMITTAL

The Head of Program
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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER REPORT

Regarding to above subject matter, we hereby submit our project paper title “**THE FACTORS THAT AFFECTS THE PERFORMANCE OF SMALL- MEDIUM ENTERPRISE (SMES) RETAIL SECTOR IN MALAYSIA**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka.

Thank You.

Yours Sincerely,

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ABSTRACT

Small and Medium Enterprises (SMEs) play an important part in economic growth in Malaysia. The increasing number of SMEs has led to an increase in aggressive competition among them. This made SMEs encountering more extreme challenge to have the capacity to keep up their presence and grow its business. Performance measure for SMEs is still not entrenched, like the performance measure in big organizations. This paper means to propose a conceptual structure for measuring the performance that can be utilized by SMEs. A few factors are proposed including effective entrepreneurship, human resource management, use of marketing information, and application of information technology (IT). The method used in this study is descriptive analysis with a survey conducted on Small and Medium Enterprises (SMEs) in Malaysia. This research is anticipated to contribute as the literature with regard to SMEs performance in the retail sector in Malaysia.

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