



**A Study on Factors That Affect
The Business Success in Malaysia**
- A CASE STUDY IN SELANGOR

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WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
MALACCA CITY CAMPUS**

JULY 2014

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**SUBMITTED IN PARTIAL FUIFILMENT OF THE
REQUIREMENT FOR THE
BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
MALACCA CITY CAMPUS**

JULY 2014

DECLARATION OF ORIGINAL WORK



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

Rohani Binti Abdul Rahman, 890319-43-5186

And

Mohammad Syafik Bin Mohd Salim, 911011-10-5535.

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: _____ Signature: _____

Date: _____ Date: _____

LETTER OF TRANSMITTAL

3 FEBRUARY 2014

Rohani Binti Abdul Rahman,
2011246796,

Mohammad Syafik Bin Mohd Salim,
2011429942

Faculty of Business Management,
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Malacca City Campus,
110 Off Jalan Hang Tuah,
Melaka.

JULY, 2014

Project Advisor,

MOHAMAD IDHAM BIN MD RAZAK,

University Technology MARA, Melaka City Campus, Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (IBM663)

I am hereby attached a documents that titled “A Study on Factors the Business Success in Malaysia” to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you,

Yours sincerely,

Yours sincerely,

ROHANI BINTI ABDUL RAHMAN
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ABSTRACT

The purpose of this study was to determine the significance factors that influence business success in Malaysia. The variables consists of basic knowledge of business, leadership skills and managerial skills which are stated as independent variables for this study. The respondents consists of 110 entrepreneurs around Selangor.

The finding showed that basic knowledge in business, leadership skills and managerial skills have influence on business success in Malaysia. Two variables show positive relationship towards the unemployment among graduates which are basic knowledge of business and leadership. Managerial skill show negative relationship in this research finding.

This study refers to primary data and also secondary data for supporting the sampling technique. Meanwhile, the researchers use questionnaires as the method to collect all the data from sample respondents in accomplishing the research objectives. The data for this study had been analysed using multiple statistical procedures; mean point value, standard deviation, and correlation analysis.

The result of the study presented in this research agrees that basic knowledge of business and leadership skills influenced business success in Malaysia. This study can be seen as a foreword to a more detailed study to be carried by future research on the issue of Business success in Malaysia.