



**SMALL AND MEDIUM ENTERPRISE
PERCEPTION TOWARD HIGH VALUE MANUFACTURING
TO GAIN COMPETITIVE ADVANTAGES
IN PARIT RAJA, BATU PAHAT, JOHOR.**

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DECLARATION OF ORIGINAL WORK



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- 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.

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TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF APPENDICES	x
ABSTRACT	xii
CHAPTER 1	
INTRODUCTION	1
1.0 INTRODUCTION	1
1.1 BACKGROUND OF STUDY	1
1.1.1 Manufacturing	1
1.1.2 Value	6
1.3 SMALL MEDIUM ENTERPRISE (SME)	6
1.4 RESEARCH OBJECTIVE	8
1.5 RESEARCH QUESTION	9
1.6 SIGNIFICANT OF STUDY	10
1.7 DEFINITION OF KEY TERMS	11
1.8 LIMITATION OF STUDY.	12
1.8 CHAPTER SUMMARY	13
CHAPTER 2	
LITERATURE REVIEW	14
2.0 INTRODUCTIONS	14
2.1 HIGH VALUE MANUFACTURING (HVM)	14
2.1.1 High Value Manufacturing Driving Factors	17
2.1.2 High Value Manufacturing Pillars	18
2.1.2.1 Products	19

ABSTRACT

The purpose of this research is to study the perception of SME's in manufacturing sectors towards High Value Manufacturing. The study was done in Parit Raja, Batu Pahat, Johor. The execution of this study had been done towards the SME's in manufacturing sectors. Within the location, 34 SME's in manufacturing sectors had registered to. Thus all 34 of the SME's is eligible to be the respondents. In order to examine the Perception cause and effect technique had been used to study the relation in between HVM perception with the competitive advantage. The respondents were being asked the question about the HVM pillars.

In order to analyse this data, various analysis method will be use such as frequency analysis, reliability analysis, pearson correlation analysis and also multiple regression analysis. From the overall of the study, it shows that HVM had positive relation with competitive advantage.