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ABSTRACT

This study conducted to identify the effectiveness of Entrepreneurial Orientation (EO) on Small Medium Enterprises (SME's) business performance in Kota Kinabalu. This study consist of 71 samples. The researcher identified, there were three independent variable in this study which are Innovativeness, Risk Taking and Proactiveness. In the finding shown that Proactiveness have significant relationship with the dependent variable which is business performance. Respondent were from Small Medium Enterprises (SME's) that registered under Department of Industrial Development and Research (DiDR).