

**UNIVERSITI TEKNOLOGI MARA**

**EFFECT OF PANDEMIC TOWARDS  
SMALL ENTREPRENEUR IN SHAH  
ALAM**

**MUHAMMAD KAMAL ARIFFIN BIN  
JAMALLUDDIN**

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## **ABSTRACT**

Business is one of the many professions that may be pursued to provide a decent wage. Engaging in business activities may give experience that allows a person to understand more about the industry. However, once Malaysia was affected by Covid-19, we can observe that many small businesses were impacted by the outbreak, since the government issued a movement control order in March 2020. As a result, some entrepreneurs are exploring for different ways to deal with the pandemic's issues. It may decrease losses and give business stability by putting in place strategic strategies. The impact of the Covid-19 epidemic on the lives of entrepreneurs in Shah Alam, Selangor, is the focus of this research. The study's backdrop also focuses on how they devise tactics to combat the outbreak after the MCO has been directed. In addition to quantitative methodologies, this study collects data through interviews with four entrepreneurs in the Shah Alam area. Other researchers can use the information gathered as a guide to help them better their studies in the future.

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