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# ACROSS BORDERS

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AN OVERVIEW OF ISSUES IN  
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY  
/ SOCIAL SCIENCE & HUMANITIES  
2009-2011

## PROJECT TEAM

Dr. Roaimah Hj. Omar  
Dr. David Loh Er Fu  
Nor Raihan Abu Bakar  
Siti Zuraina Gafar@Abd Ghaffar  
Muhamad Hanapi Khamis  
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni  
Universiti Teknologi MARA  
Cawangan Melaka**

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# **PREFACE**

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

# **ACKNOWLEDGEMENT**

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

## CHALLENGES AND SUCCESSFUL FACTORS OF SME BUMI WOMEN ENTREPRENEURS IN MELAKA

Norbaiti Binti Tukiman  
Rafidah Binti Abd. Karim

### ABSTRACT

The purpose of this research is to identify problems, internal and external challenges and also factors that influence the success of Small Medium Enterprise (SME) Bumi Women Entrepreneurs in Melaka. Besides, the research is also to identify and measure the relationship between business performance and successful factors of women entrepreneurs. Questionnaires and interviews were used as the research instruments in collecting the data and distributed to 110 SME Bumi Women Entrepreneurs in three districts in Melaka which are Alor Gajah, Melaka Tengah and Jasin. SME sector has been divided into five sectors which are manufacturing, servicing, retailing, general business and agriculture or livestock. The methodology used in this research is a combination of quantitative and qualitative method. The data was analyzed by using Statistical Package for Social Science (SPSS) 16.0 presented in the form of frequency tables, charts and mean scores. To identify the relationship between business performance and successful factors, the test of Pearson correlation has been used. The findings of this research showed that the main problems faced by SME Bumi Women Entrepreneurs were the competitiveness, lack of capital sources and the problem of using IT in business. The main internal challenge faced by women entrepreneurs is high level of confidence while the main external challenge faced by women entrepreneurs is close relatives' barrier. The main factor that influences successful women entrepreneurs is high self-interest. The research also showed that the relationship between business performance and successful factors was weak and therefore business performance was not influenced or fully dependent on the successful factors defined.

### KEYWORDS

Small Medium Enterprise (SME), Women Entrepreneurs, Challenges