



**HOW KNOWLEDGE, EXPERIENCE AND SKILLS CAN  
ENHANCE SALES CAPABILITY AMONG  
ENTREPRENEURS IN KOTA SAMARAHAN, SARAWAK**

**NOAMI UBONG LUWAT**

**2013453222**

**SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT  
FOR THE DEGREE BACHELOR OF BUSINESS  
ADMINISTRATION WITH HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**SARAWAK**

**JUNE 2016**

## **ABSTRACT**

The purpose of this study is to identify what are the items under variable knowledge, experience and skills that can enhance sales capability among entrepreneurs in Kota Samarahan, Sarawak. This research was to determine what are the most effect variables with sales caability and also to recommend on how to enhance entrepreneur's sales capability.

The study was used a questionnaire to gain the result related to how knowledge, experience and skills can enhance sales capability among entrepreneurs. 80 of the questionnaire have been distributed. Data collected has been analysis by using SPSS software (Statistical Software Package). From the result, it shows that skills have the most effect on entrepreneur sales capability.

Generally the study implies that the entrepreneurs in Kota Samarahan Sarawak should improve on their business strategies such as updating or upgrading their products and services so that their customers would more satisfied.

# Table of Contents

	<b>Page</b>
Letter of Submission	ii
Original Literature Work Declaration	iii
Abstract	iv
Acknowledgement	v
Table of contents	vi
List of Figures	ix
List of Tables	ix
 <b>CHAPTER 1</b>	
1.0 Introduction	1
1.1 Research Background	1
1.2 Problem Statement	2
1.3 Research Question	3
1.4 Research Objective	3
1.5 Scope of Study	4
1.6 Significance of Study	4
1.7 Research Limitation And Constraint	4
1.7.1 Reliability Of The Data	5
1.7.2 Legal & Ethical Constraints	5
1.8 Definition of Term	6
1.8.1 Entrepreneur	6
1.8.2 Knowledge	6
1.8.3 Sales capability	6

# CHAPTER ONE: INTRODUCTION

## 1.0 Research Background

Vorhies & Morgan 2005, define sales capability in a manner that aligns with the marketing capability literature. Here sales capability defined as a competency in the selling process that is enabled by salesperson's knowledge, sales management skills, sales management planning and control systems and relevant training systems for salespeople. The salespeople's that have a such capability also have a heightened sense of alertness and increase state of learning by exploiting even the most negligible piece of information that stems from either inside or outside the company (Day 2011). The salespeople's that can possess such capabilities thrive because they can quickly make sense out of an increasingly unpredictable market. Here, the reason why studies on sales capability are because sales capabilities are an important set of capabilities for modern salesperson's operating in complex and turbulent markets. Besides that, there are things that companies can do to improve the level of these capabilities in their salespeople's.

Knowledge is the most important intangible asset; therefore business managers strive in many ways to use this asset to create the highest value (Quintas, 2002). By looking within the firm, knowledge is a key capability for the creation of customer value. In other words, it is important to investigate how an enterprise effectively develops its knowledge management capability in order to provide and share intangible assets to win market competition. This research aim is to investigate whether knowledge can enhance sales capability and to determine the relationship between knowledge and entrepreneur sales skill.

According to Weitz (1978), sales performance is related to the salespeople's ability to form accurate impressions of customer beliefs and values and the degree to which

# CHAPTER 2: LITERATURE REVIEW

## 2.0 Introduction

Literature review for each of the research is pivotal because the research has to evaluate the previous research in order to conduct a new research. Thus, literature review can be assisted by few previous materials such as journals, articles, questionnaires, speeches, books and other confidential materials. The research may gain multiple information needed by evaluating such materials in order to be included as an evidence for the new research. Also, it can be as a trusted guideline for the research in completing a good research. In fact, these may help the researcher to avoid from experiencing any errors and as a proof what the proposal is for.

## 2.1 Entrepreneur

As we all know, entrepreneurship is considered to be a key factor in promoting economic development, innovation, competitiveness and job creation, yet little is known about the skills required for successful entrepreneurship. It typically defined in terms of the creation of new ventures to flourish. 'Entrepreneurship skills' issues have been addressed primarily in relation to the education system. The term 'entrepreneurship skills' implies that competences can be identified that is associated with (successful) entrepreneurship and may be distinguished from attributes and behaviours that are typically associated with entrepreneurs. The debate as to whether and or how entrepreneurship (skills) can be taught is central to this study. If it can be established that some entrepreneurship skills can be identified, there may be a case for policy intervention to stimulate improved business performance, competitiveness, innovation and job creation.

Entrepreneurship is not confined to any one particular industry, country or group of persons; it exists in everybody but depends on individual's desire. Enterprising behaviour has been found in all societies, and in all types of economic circumstances.