MICRO-ENTREPRENEUR: MOTIVATIONS, CHALLENGES AND SUCCESS FACTORS

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MASTER OF SCIENCE IN BANKING
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MICRO-ENTREPRENEUR: MOTIVATIONS, CHALLENGES AND SUCCESS FACTORS

A dissertation submitted to the Othman Yeop Abdullah Graduate School in partial fulfillment of the requirements for the degree Master of Science in Banking Universiti Utara Malaysia

By

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USAHAWAN KECIL: FAKTOR MOTIVASI, CABARAN DAN FAKTOR KEJAYAAN

ABSTRAK


Kata Kunci: Usahawan Kecil, Faktor Motivasi, Cabaran Dan Faktor Kejayaan
MICRO-ENTREPRENEUR: MOTIVATIONS, CHALLENGES AND SUCCESS FACTORS

ABSTRACT

Micro-enterprise plays an important role in contributing toward a stable and sustainable social and economic community environment. A core of small enterprise, particularly micro-enterprise (five or fewer employees), is needed to build and maintain the sustainability of social cultural, environment and economic development of communities. The purpose of this study is to examine the motivations, challenges and key success factors for micro-entrepreneur in Kedah and Perlis. The micro-entrepreneur reveals that they are motivated to increase their income at the time they entering their business. Manage the business well and customer services as the key of success factors in their business. More than that, scarcity of financial resources in their business is a challenge to them.

Keywords: Micro-Entrepreneur, Motivation, Challenges and Success Factors.
ACKNOWLEDGEMENT

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CHAPTER 1:
INTRODUCTION

1.0 INTRODUCTION

A development of entrepreneurship is significant phenomenon in contemporary economy (Ivan, Slobado and Ljubodrag, 2010) Micro-entrepreneur is linked to small medium sized enterprises (SMEs), which is currently the main developing force of developed market economy in Malaysia. According to Small and Medium Industries Development Corporation (SMIDEC), an enterprise is considered as SMEs in each of representative sectors are based on the annual sales turnover or the number of full time employees.

The micro and small enterprise sector is described as the natural home of entrepreneurship. It has the potential to provide ideal environment for enabling entrepreneurs to optimally exercise their talents and to attain their personal and professional goal. In successful economies, SMEs are seen as essential springboard for growth, job creation and social progress. The small business sector is also seen as important force to: generate employment and more equitable income distribution; activate competition; exploit niche market; enhance productivity and technical change and through the combination of all of these measures, to stimulate economic development.
The contents of the thesis is for internal user only
REFERENCES


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