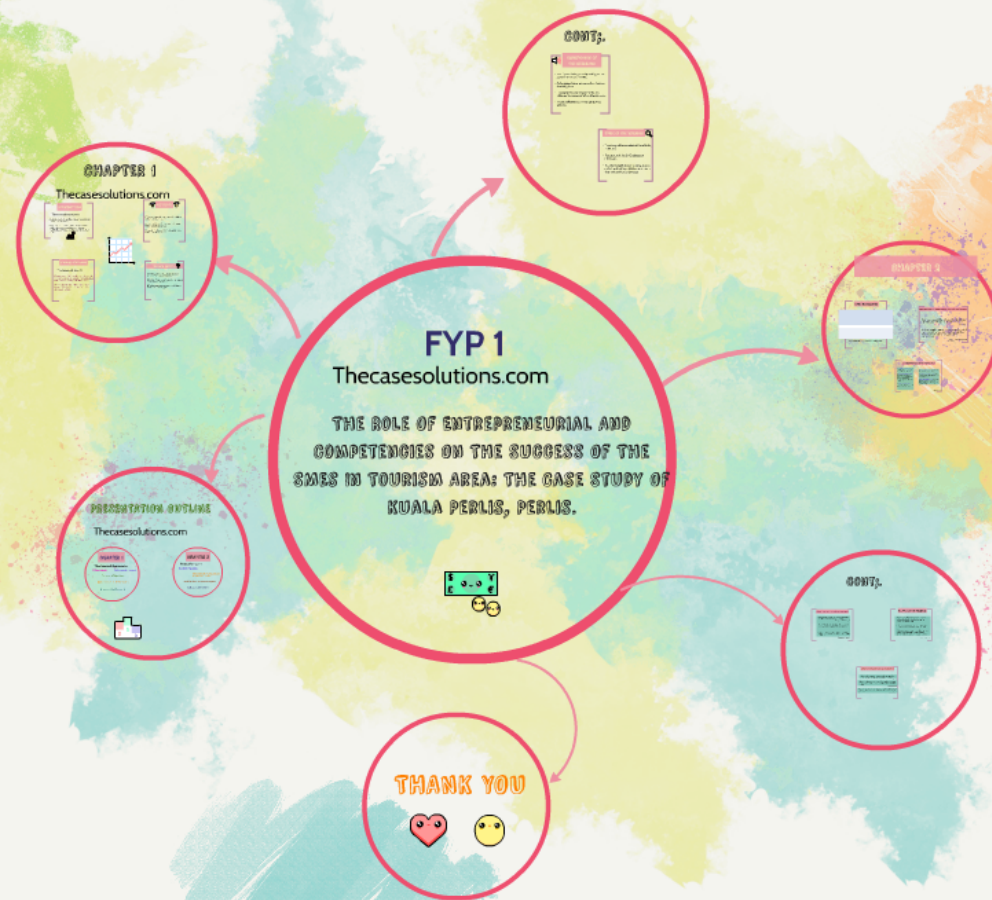
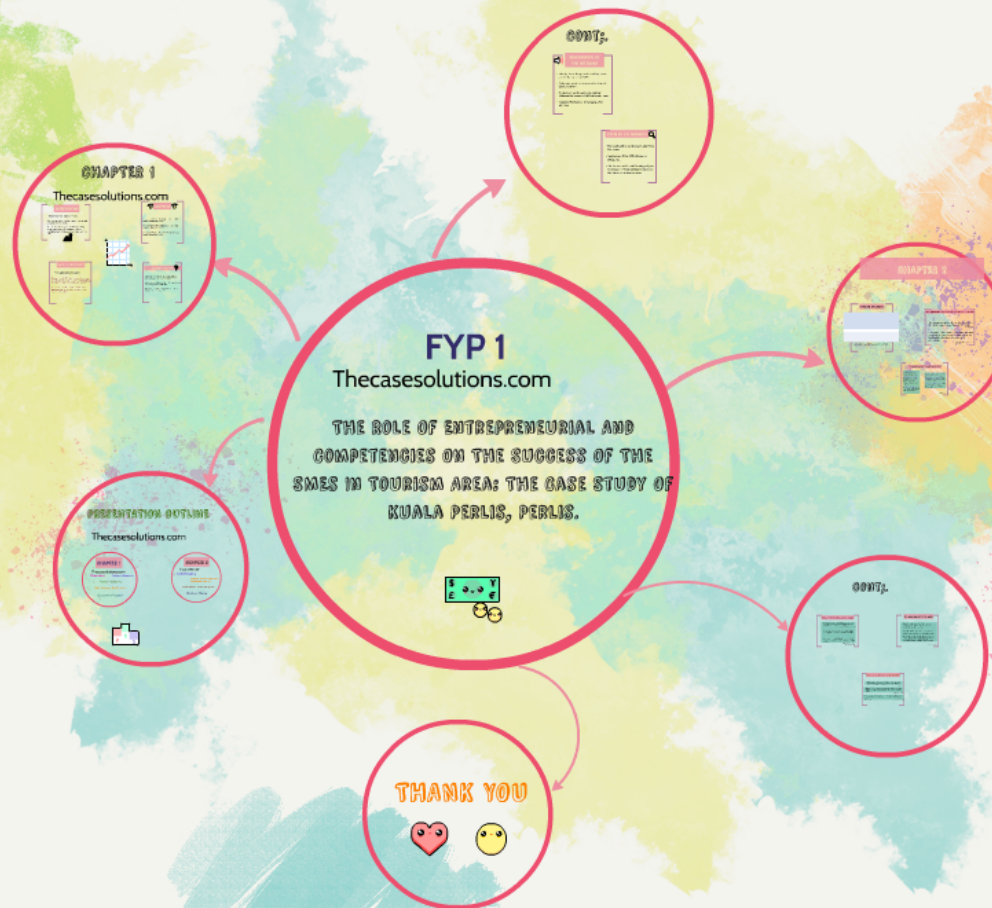


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THE ENTREPRENEURIAL MANAGER: COURSE OVERVIEW, 2015 WINTER TERM

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FYP 1

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THE ROLE OF ENTREPRENEURIAL AND
COMPETENCIES ON THE SUCCESS OF THE
SMES IN TOURISM AREA: THE CASE STUDY OF
KUALA PERLIS, PERLIS.



LINE

CHAPTER 2

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Entrepreneurial competencies
and business success
Medium Tourism Enterprises
Education and training

PRESENTATION OUTLINE

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CHAPTER 1

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Overview Problem Statement

Research Objectives

Significance of the Research

Scope of the Research

CHAPTER 2

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(SMEs) in Malaysia

Entrepreneurial competencies
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INTRODUCTION

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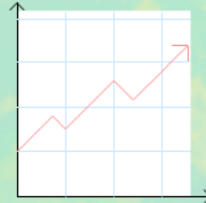
- Sector are expected to continue on sustained growth path and expand further in future.
- The tourism sector as a generator of foreign exchange.
- SMEs make up 99.2 % of all business in Malaysia, contributing 56.4 of total employment and some 31% to GDP.



PROBLEM STATEMENT

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- Entrepreneur of SMEs should choose the strategic and competitive areas for location of their business in order to sustain competitive in the market.
- To determine whether environmental of the business at tourism area can influence on the success of the SMEs.



OBJECTIVES

- i. The extent to which entrepreneurial attributes influence business success.
- ii. The extent to which education and training influence business success.
- iii. To examine the extent on how tourism area influence business success.

RESEARCH QUESTIONS?

- i. To what extent do entrepreneurial attributes lead to business success of the SMEs?
- ii. To what extent do education and training influence the development of business?
- iii. To what extent does the tourism area influence business success in the SMEs?

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