

EXAMINE ENTREPRENEURIAL INTENTION EXPANDING TO INTERNATIONAL
MARKETING THROUGH E-COMMERCE

SITI SERI BANUN BINTI EDUAN

The research is submitted in partial fulfillment of the requirements for the award of Bachelor Of
Management And Technopreneurship With Honour (Btech)

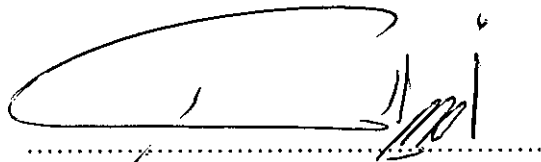
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SUPERVISOR DECLARATION

“I/We hereby declared that I/we had read through this research study and in my/our opinion that this report is adequate in terms of scope and quality which fulfill the requirements for the award Of Bachelor Of Management And Technopreneurship With Honour (Btech)

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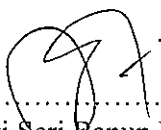
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DECLARATION

“I declared that this report is the results by my own work except certain explanations And passage where every part of it is cited with sources clearly stated in References”

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DEDICATION

I would like to dedicate this research to my beloved parents and siblings. Big appreciations to my family who always give me supports in term of moral, motivation, advice and financial. And not forget my friends that give motivation and keep support me. It will not be easy for me to go through the completion of my PSM without their concern and support. Their unconditioned love and encouragement have allowed me to strive and push myself beyond limits that never thought would be possible. With their support, I was able to complete this research paper smoothly. Thank you for always supporting me.

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ABSTRACT

For this research, it is about a study on examine entrepreneurial intention expanding business to international marketing through e-commerce: the case study of al taj food and perfume heaven global sdn bhd. This research focused only two company that representing the whole SME's . This is because both company already enter international market while they also have implement e-commerce in their business. The business can attract the customer by using their own e-commerce tools. E-commerce can become such an efficient tools for SMEs business in planning their marketing strategy. Furthermore, e-commerce can give benefits to the owner or the SME business itself because an efficient marketing strategy tools can make the business become more well-known in the market and also improve in business performance that can lead in increasing business growth. This research use qualitative method that use interview to gain information. This study will beneficial to the industry practitioners and academicians to be served as future reference.

Keywords: Small and Medium-sized Enterprise (SMEs), E-commerce Marketing, Marketing Strategy Tools, International Market.

ABSTRAK

Untuk kajian ini, ini adalah tentang kajian mengenai niat keusahawanan yang meluaskan perniagaan ke pemasaran antarabangsa melalui e-dagang: kajian kes makanan al tajam dan minyak wangi syurga sdn bhd. Penyelidikan ini memberi tumpuan hanya kepada dua syarikat yang mewakili keseluruhan SME. Ini kerana kedua-dua syarikat sudah memasuki pasaran antarabangsa sementara mereka juga telah melaksanakan e-dagang dalam perniagaan mereka. Perniagaan boleh menarik pelanggan dengan menggunakan alat e-dagang mereka sendiri. E-dagang boleh menjadi alat yang efisien untuk perniagaan PKS dalam merancang strategi pemasaran mereka. Lebih-lebih lagi, e-commerce boleh memberikan manfaat kepada pemilik atau perniagaan PKS itu sendiri kerana alat strategi pemasaran yang cekap dapat menjadikan perniagaan menjadi lebih terkenal di pasaran dan juga meningkatkan kinerja bisnis yang dapat menyebabkan peningkatan pertumbuhan bisnis. Kajian ini menggunakan kaedah kualitatif yang menggunakan temuduga untuk mendapatkan maklumat. Kajian ini akan memberi manfaat kepada pengamal industri dan ahli akademik untuk dijadikan rujukan masa depan.

Kata kunci: Perusahaan Kecil dan Sederhana (PKS), Pemasaran E-dagang, Alat Strategi Pemasaran, Pasaran Antarabangsa.

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LIST OF ABBREVIATIONS

SME	Small and Medium Enterorise
Iot	Internet Of Things
E-Commerce	Electronic Commerce
Matrade	Malaysia External Trade Development Corporation
Mida	Malaysian Investment Development Authority
Fama	Federal Agricultural Marketing Authority
Corp	Corporation
Mardi	Malaysian Agricultural Research And Development Institute
IT	Information technology

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

The more advanced technology utilizing by communities will get the more successful it appears to expanding our business. These days, internet gotten to be revolutionized to the entire around the world with tall innovation civilization. Developing a nation with sky scratching building toward modernization, economic and social make us realized toward internet period particularly for entrepreneurial to expanding their commerce gotten to be simpler and effective. Within the later period, the impact of globalization on businesses and particularly little trade and endeavor (SME's) has been the main of discussion in scholarly era environment.

Globalization can be one portion of the world have critical results in other places by making a new connections and modern structure with business people to require business decision and activity. So, this primary part can changes any companies concepts to be change for utilize it as a supporting and enhancing the commerce

additionally as one of the advantage to upgrade their universal competitiveness. (Navis and Ozbek (2016) theorize that the cognitive and behavioral attributes of business people have an influence on how business visionaries perceive openings in novel or recognizable settings as well as their penchant to seek after and capacity to realize openings in these contexts. In any case in reality is not all companies and firm can take the advantage of globalization equally since it'll put a few weight on little and medium enterprise (SME's) that have limited resources to urge the arrangement to manage with universal trade openings.

Additionally, with the presence of e-commerce, all the small and medium enterprise (SME'S) can utilized this stage for them effectively enter and expanding their business document another level of effective. E-commerce is an internet-based commercial exchange that benefits from the flexibility and speed offered by electronic communications between buyers and dealers, which can lead to significant costs investment funds, expanded competitiveness and efficiency for SMEs through the update of conventional business strategies (Chen and Zhang, 2015). With that, the transaction activities cover all the things such as an internet retailer, internet managing an account, electronic settlements, browsing and selection of item conjointly refunding in case have any dismissal for the customer. For all firm particularly small and medium enterprise (SME'S) require support to embrace the e-commerce in their business operation so they can utilize this kind of stage to extend their deals and get new target customer.

Other than that, the e-commerce is one of the platform that firm who want promoting and offer their product without ought to tie up tremendous with investment money related through other agent. E-commerce moreover have a low hazard commerce strategy for companies utilize to creating and building an universal customer base for section the customer to develop business. So, the combination of worldwide showcasing with internet dispersion strategies have allow numerous firm particularly for small and medium venture (SME's) to handle and create their possess new target markets for other countries.

In conclusion, e-commerce are able to help small and medium enterprise (SME's) as a guide to conduct all firm to expand their business to international marketing through e-commerce in getting new target consumers and also help reduce missing middle in developing country to have a same standard as a develop country.

1.2 PROBLEM STATEMENT

As we know these days, way of life in this globalization time become a part of existence that individuals can tend to gain data and knowledge with the simple ways through internet. They believe the information that they get is dependable since in internet all prove and proven already state in this platforms. Consequently, e-commerce may be awesome combination tools for small and medium enterprise (SME's) utilizing to expand their business to international market by e-commerce. But, based (dSun et al, 2018) contribute to the talk about on entrepreneurial decision-making and how innovation in business models may help entrepreneurs to climate the instability and fast changing global environment. E--commerce as it were a platforms that can gain and attract user and buyer but the ways for promoting their product ought to not have the same way as they utilized to back within the day. Technology and e-commerce has changed the traditional marketing counting the way firm consume content and communicate online to induce effortlessly diverted with.

In addition, according to seen social distance does not adequately lead to high correspondence expectations since buyers may be influenced by instability in e-commerce (San-Martín and Jimenez, 2017). The main focus for all firm small and medium enterprise (SME's) to expand business to international market got to confront need the infrastructure vital to require full advantage of Internet but they can jump frog, skipping a few of the stages within the development of data technology through which created countries have had to pass by have a good intention to implement in business.

Moreover, there have a part of e-commerce site within the market, but none of them speak to to reduce the missing middle in developing nation particularly small and medium enterprise (SME's) to expanding business to international market through e-commerce. We all know that Small and medium enterprise (SME's) are the economic backbone of virtually each economy within the world but how with e-commerce can handle and deliver a good feedback to SME's firm by utilizing this platforms to reduce the missing middle. Based on (Bo Rundh,2015) research gap when unforeseen markets occasion happen within the export market causing the firm to change its arranged export intention

1.3 RESEARCH OBJECTIVE

The main objective of this research is to examine entrepreneurial intention about process development for small and medium sized exporting firms (SME's) to enter international market through e-commerce and how expectation entrepreneur to reduce missing middle by successfully create e-commerce as the platforms to expand their business in Al-Taj Food Marketing & Services Sdn Bhd, Melaka and perfume heaven global sdn bhd. Therefore, the following are the primary purposes of this study:

- To identify the importance of e-commerce toward small and medium enterprise (SME's).
- To identify the affecting of e-commerce expanding business to international market
- To identify the process of enter international marketing for small and medium enterprise (SME's)

1.4 RESEARCH QUESTION

In order to achieve the research objectives, the researcher should come out with the research question as a guidelines to conduct this study. The following are the research question:

- What important does the e-commerce toward small and medium enterprise (SME's)?
- What is the influences of e-commerce toward small and medium enterprise (SME's)?
- How the process entering global market for small and medium enterprise (SME's)?

1.5 SCOPE OF STUDY

This research is to examine the entrepreneurial intention about process development for small and medium sized exporting firms (SME's) to enter international market through e-commerce and how expectation entrepreneur to reduce missing middle by successfully create e-commerce as the platforms to expand their business in Al-Taj Food Marketing & Services Sdn Bhd, Melaka and Perfume Heaven Global Sdn Bhd, Melaka. Since there have many entrepreneur to be the respondent so I focused on the Al-Taj Food Marketing & Service in Melaka and Perfume Heaven Global Sdn Bhd also in Melaka that have been using e-commerce as their platforms tool.

1.6 PROJECT SIGNIFICANT

1.6.1 Future researcher

According to borneo post online website stated that the latest estimate by Statistics revealed that the e-commerce platform has garnered revenue of RM4.2 billion by the end of 2017. Besides that, the industry is expected to generate RM9.8 billion in revenue by 2022. Therefore, to relate with this study which is entrepreneur intention to expand business to international marketing through e-commerce should more up to date. This study could be a reference to future researcher in order to complete this research. Based on (The World Bank, 2015) said that Malaysia has been one of the most urbanized country in East Asia and have advance internet technology.

1.6.2 Reference for the Developers

The e-commerce platform that existed in this time demonstrate that this tools is the foremost effective marketing strategies that given the primary encounter of shopping online to numerous Malaysians. With this demonstrated of the viability of e-commerce can be a guideline to other developer come out with a quality e-commerce stage in arrange to fulfill the requirement.

1.7 LIMITATION

There are several limitations the researcher have to face in order to complete this study. The following are the limitations through by the researcher:

- **LACK OF RESOURCES**

The scope of this study covered many topic of international marketing. So, it could be more difficult for researchers to gain more information and suitable with my specific topics.

- **BUDGET CONSTRAINT**

As a budget, it is difficult for the researchers because all the costs involved in completing this study by using personal savings.

- **TIME CONSTRAINT**

The duration of this research is limited because timing for manage to have the interview session.

1.8 SUMMARY

Basically, most of the study in this chapter explains on the basic of introduction of the research, element in this chapter consists of the research background, problem statements, research question, research objective, scope of study, limitation of study and also significant of the study. Since e-commerce one of the tools that can use for small and medium enterprise (SME's) that able to attract the views' attention, it also can help this firm expand their business to international market. So, the next chapter in the literature review will be exposed in detail about the factor that influence the adoption of e-commerce in small and medium enterprise (SME's) that can related to expand global market. Expectation from entrepreneurial will be identify the requirement to complete the study of this topics.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The main purpose of this chapter is to talk about in general around overview of all catchphrase and the main point of factors that influence entrepreneurial intention to enter worldwide market through electronic commerce (e-commerce). In this chapter, researcher got to get it and identify any previous investigate base on journal or any article that related to this research through writing review. In writing survey it come out with clarification in term of outline, advancement and clarification for the chosen study which is examine entrepreneurial intention to enter worldwide market through e-commerce. Other than that, researcher too needs to give the show of theoretical framework based on the objectives that need to achieve. According to (Hart 1998: 13) composed from a particular point to fulfill certain focuses or express certain sees on the nature of the explore point on how it is to be explored and effective to evaluation of reports in association to ask around being proposed.