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Strategy Adoption and Firm Performances : A Study on SMI Owned by Bumiputera's in Selangor (Malaysia)

Zaini Jamaludin

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Abstrak

Small and medium enterprise (SMI) has played an important role in the development of the Malaysian economy and the world as a whole. According to the National Productivity Corporation (NPC) annual report in 1996, SMI has catered 80% of the manufacturing sector in Malaysia. The emergence of the SMI in various sectors shows that the government is serious in creating Industrial and Commerce Society (MPP) as the catalyst of the Malaysian economy. However, most of the SMI's markets are homogenous; therefore they lead of the heavy competition among them. The bussiness in SMI sectors are very risky. Most of them can not stand even for a year. In order to success in the pure competition market structure that involve SMI, they need to choose a certain strategy to make them stay as player. Therefore, this study tried to find what kind of strategy implemented by the SME in Selangor State of Malaysia, the first developed state announces by the Malaysian government. It has the entire infrastructure needed for the SMI to grow and very huge market to tap but the competitions is very tense. The study also tries to relate between the strategy chosen and the effect on the performance of SMI. The samples are gathered from 8 districts out of 19 and being analyze using Pearson Correlation on SPSS package. Among the strategy tested are low price strategy, low quality strategy, high quality strategy, differentiation strategy and focus strategy.