

DEVELOPING SMALL AND MEDIUM ENTERPRISE (SME) BUSINESS PORTAL
BASED ON INFORMATION STRATEGY PLANNING (ISP)

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PORTAL BASED ON INFORMATION STRATEGY PLANNING (ISP)

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fulfillment of the requirement for the degree
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ABSTRAK

Fokus kajian ini adalah untuk membangunkan prototaip laman portal yang dikenali sebagai Pembangunan portal untuk perniagaan industri kecil dan sederhana berdasarkan perancangan strategi maklumat (ISP). Tujuan utama kajian ini adalah untuk membantu dari segi pengetahuan dan sumber daya pengusaha yang terlibat di dalam perniagaan industri kecil dan sederhana (SME), di mana perancangan strategi maklumat akan dilaksanakan dalam kajian ini. Pendekatan Portal industri kecil dan sederhana (SME) ini adalah untuk merangsang pengusaha industri kecil an sederhana (SME) dalam prestasi perniagaan dengan menggunakan perancangan strategi sebagai panduan dan justifikasi untuk berjaya di dalam perniagaan ini. *Strategic View of business process and knowledge* metodologi akan digunakan dan terdapat dua fasa dalam kaedah *Strategic view of business process and knowledge* iaitu: fasa perancang strategic dan fasa perancang operasi. Ianya akan dimulai dengan perancangan, analisis keperluan dan diakhir kajian, prototaip portal untuk industri kecil dan sederhana (SME) ini akan direka bentuk dan dibangunkan berdasarkan keperluan pengguna. Kesimpulan dan kedapatan untuk masa hadapan akan turut sama dibincangkan.

ABSTRACT

The focus of this study is to develop a prototype of web portal known as Developing Small Medium Enterprise (SME) business Portal based on information strategy planning (ISP). The main objective of this study is to purpose knowledge and resources to assist the entrepreneur involved in small medium enterprise (SME) business, which is information strategy planning will be implement in this study. The portal for SME business approach is to stimulate the SME entrepreneur in business performance with strategy planning provides the direction and justification for a successful business. The Strategic view of business process and knowledge development methodology is used in this study, there are two phases in the method of Strategic view of business process and knowledge of: strategic planning phase and the operational planning methods phase. It will starts with planning, requirement analysis and at the end of this study, a Portal for SME business prototype will be designed and developed based on the user requirement. Conclusion and finding in future also will be discussed.

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LIST OF ABBREVIATIONS

SME	Small and Medium Enterprise
ISP	Information Strategy Planning
ICT	Information and Communication Technology
MOSTI	Ministry of Science, Technology, and Innovation
IKS	Industri Kecil dan Sederhana
MARA	Majlis Amanah Rakyat
RM6	Rancangan Malaysia Ke-6 (The Sixth Malaysia Plan)
RM7	Rancangan Malaysia Ke-7 (The Seventh Malaysia Plan)
RM8	Rancangan Malaysia Ke-8 (The Eighth Malaysia Plan)
RM9	Rancangan Malaysia Ke-9 (The Ninth Malaysia Plan)
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UUM	Universiti Utara Malaysia

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In now day, Malaysia has been known as a country have own economy and politic with have a different community, race, and etc. The ability for the expansion of domestic as well as international markets requires full commitment from entrepreneur regardless of the size of the companies. The expansions plan not only focuses on large companies but also, involves Small and Medium Enterprise (SMEs). There have many issues are need to considered as success factor, entrepreneur have to place a marked emphasis on market assurance issues, product being marketable as well as the ability in winning market competition.

1.2 Background

Business is very important for generating growth and economic development. Economic development is a process of increase in total income and income per capita of the population and also is accompanied by fundamental changes in the structure of a country's economy, thus the distribution of income for the population of a country. Economic development cannot be separated from economic growth (Economic Growth); economic developments are stimulating economic growth and vice versa. Malaysia is countries have a different races, cultures, languages, and customs and also have stability in political and economy. Successful in manage its own country in their own became a factor of effectiveness of outside policy as a reference and practice. Malaysia also have been recognize as a development county have stability and solidity economic growth, thus it is become more influential when have a connecting with other country without bother their ideology.

In the near future, especially this year and next year, in line with what is outlined by the government (we should) settle the question of the economic issues, dealing with many problems occur at lower levels, important in managing the administrative, regional, etc. To ensure that in the not too soon, Malaysia will be out of the economic situation is not very good.

The contents of
the thesis is for
internal user
only

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