



CONTRIBUTION OF INCENTIVES TOWARDS
ESTABLISHMENT OF LOCAL BRAND NAME TO
INTERNATIONAL MARKET

SITI ROHIMAH BT YUSOFF
2008280716

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA CITY CAMPUS

APRIL 2010

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA CITY CAMPUS

“DECLARATION OF ORIGINAL WORK”

I, SITI ROHIMAH BT YUSOF, (I/C Number: 870615295706)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 3 May 2010

LETTER OF SUBMISSION

3 May 2010

The Head of Practical Training Program
Universiti Teknologi MARA
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project titled "CONTRIBUTION OF INCENTIVES TOWARDS ESTABLISHMENT OF LOCAL BRAND NAME TO INTERNATIONAL MARKET" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely

SITI ROHIMAH YUSOFF
2008280716
Bachelor of Business Administration (Hons) International Business

| CONTENTS | PAGE |
|-----------------|------|
| Acknowledgement | i |
| List of Tables | ii |
| Abstract | iii |

CHAPTERS

| | | |
|-------|---|----|
| 1. | INTRODUCTION | |
| 1.0 | Background of the Company | 1 |
| 1.1 | Background of Study | 3 |
| 1.2 | Issue / Problem Identification | 5 |
| 1.3 | Research Question | 7 |
| 1.4 | Research Objectives | 8 |
| 1.5 | Scope of Study | 9 |
| 1.6 | Significant of the Study | 10 |
| 1.7 | Limitations of the Study | 11 |
| 2. | LITERATURE REVIEW | |
| 2.0 | Defining the SME | 12 |
| 2.1 | Definition of Grant | 13 |
| 2.2 | Literature Review | |
| 2.2.1 | Bringing value to exporters | 14 |
| 2.2.2 | Encourage SME companies to establish brand name in international market. | 17 |
| 2.2.3 | Financial backup for SME companies | 21 |

ABSTRACT

Grant can be define as an award of financial assistance in the form of money by the federal government to an eligible grantee with no expectation that the funds will be paid back. The term does not include technical assistance which provides services instead of money, or other assistance in the form of revenue sharing, loans, loan guarantees, interest subsidies, insurance, or direct appropriations. Grant normally related to SME and Non SME Sectors as it help both sectors with financial assistant, business motivation, business encouragement, and much more. This paper empirically analysed the contribution on how this grant can help SME and Non-SME to the establishment of local brand name to international market, the amount that had been given to SME and Non-SME and also to know the difficulties facing by these companies in following the guidelines. The study will use secondary data gathered form many sources such as interview session, data from organization. This paper also will reveal what are the reasons by MATRADE in providing this grants and why it is given differently to both SME and Non-SME companies.