Members of the Editorial Committee

Adviser:
DR. RAMLI BIN HASAN
Ministry of Higher Education (MoHE)

Chairman:
MOHD. AZMIN BIN YUSOFF, MoHE

Chief Editor:
PROF. DR. ZURAIDAH MOHD DON, UM

Editors:
DR. GERRY KNOWLES, Lingenium Sdn Bhd
DR. LEAN MEI LI, UM
DR. MARIA KHristina MANuelI, UM
ARIES GAN, UM

Secretariat:
HJH. RAJIANAH BINI HJ. KHUDRI, CHUAH BEE LENG,
SALMAH BINTI ZAINAL ABIDIN, NURSHAZWANI BINTI MOHD AMERAN,
SITI NUR BALQISH BINTI AMINUDDIN, MAZALINA BINTI ALI
Foreword from the Minister of Higher Education
Y.B. Dato’ Seri Mohamed Khaled Bin Nordin ix

Acknowledgement from the Secretary General of the Ministry of Higher Education
Datuk Dr. Zulkefli bin A. Hassan xi

Chapter 1 Planning for the Future of SMEs in Malaysia
Zuraidah Mohd Don, and Gerry Knowles 1

Chapter 2 An Assessment of SCORE Factors Affecting the Performance of SMEs and Their Readiness to Penetrate Global Markets: Case Studies of SMIDEC SME Companies
Muhamad Muda, Hajah Mustafa Bin Mohd Hanefah, Nuradli Ridzwan Shah Bin Mohd Dali, Safeza Binti Mohd Sapian, Norasikin Binti Saliken, Siti Nurulhuda Binti Nordin, and Norman Bin Hamdan 16

Chapter 3 Critical Success Factors Affecting SMEs in Malaysia
Ainin Sulaiman, Yusniza Kamarulzaman, Farinda Abdul Ghani, Apnizan Abdullah, Zuraidah Mohd Don, Gerry Knowles, Lean Mei Li, and Maria Khristina Manueli 48

Chapter 4 Exploring the Determinants of Key Success Factors Affecting Malaysian Small and Medium Size Enterprises: A Focus on Professional Services
Ainin Sulaiman, Yusniza Kamarulzaman, Farinda Abdul Ghani, Apnizan Abdullah, and Syed Zamberi Ahmad 85

Chapter 5 Determining the Critical Success Factors for Private Higher Education Institutions in Malaysia
Abdul Rahim Abu Bakar, Fariza Hashim, Hartini Ahmad, Filzah Md Isa, Hisham Dzakaria, and Mohd. Salleh Hj Din 118
Planning for the Future of SMEs in Malaysia

ZURAIDAH MOHD DON

* UNIVERSITY OF MALAYA

GERRY KNOWLES

* LINGENIUM SDN BHD

The Background: SMEs

It is generally acknowledged in Malaysia and elsewhere that Small and Medium Enterprises (SMEs) have a substantial contribution to make to the national economy. According to the SME annual report for 2006, although SMEs accounted for 99.2% of all business establishments, they contributed only 32% of real GDP, and 19% of exports. Targets set for 2010 included 37% of GDP, 22% of exports, and a workforce of 6.2 million. To achieve these targets, it is essential to encourage growth in individual SMEs, and to encourage exports. These two goals are echoed in the contributions to this volume.

SMIDEC

The Small and Medium Industries Development Corporation (SMIDEC) was established in 1996 to promote and coordinate the development of SMEs in Malaysia. In 2008, it was renamed the SME Corporation Malaysia or “SME Corp”. Its task is to formulate policies and strategies, and to coordinate SME programmes across all sectors, covering 18 ministries and 60 agencies. SME Corp became operational on 2 January 2009, and reports to the Prime Minister as chairman of the National SME Development Council (NSDC).