

Enterprise Development: The Factors in
Assisting the Growth of the manufacturing
based Mid-sized Businesses In Malaysia

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Abstracts

Enterprises can be considered the backbone of the economy in Malaysia. Enterprise development is essentially important to the development of economy and further resolves the unemployment issue. Hence, the purpose of this study is to identify the key factors in assisting the growth of the companies in Malaysia and hope to resolve the current challenge faced in most enterprises in Malaysia. Most enterprises in Malaysia face a variety of difficulty and constraints in absorbing large fixed costs, and face the competition from the larger firms who are in the advantage of their unit costs, which result in their incompetency in the market. In order for medium size companies to grow, they have to discover their strength and create a way out from the competition with the larger companies.

The result of study can provide a clearer business direction to Mid-sized Businesses (MSB) to recognize and set out the right investment scope into the key survival factors, developing a plan for growth in the right direction align with right business policy to scale up business capabilities cost-effectively, further by strengthening the competency of business in right focus to bring in sound continued revenue growth to catch up the finance gap with large businesses in Malaysia. In order to do so, the company will need to identify the internal factors, market factors, product factors and tap on the regulatory factors. These are the key factors they need to improve in the process of building their company in larger picture.

Analytical Hierarchy Approach (AHP) has been used in this study to provide analytical selection on the various factors contributing the growth factors initiated, and to further identify the importance of each criteria or sub-criteria contributing to the selection of factors to look into to development a business continuity planning process. The limitation of this study come with its focus into manufacturing industry and its importance of product characteristics that limit full reference to other industry but rather act as partial references and guideline.

This study also provide an insight into a Business Continuity Plan for Mid-sized Businesses, Mid-sized Businesses (MSB) often suffer two distinctive disadvantages when provide continuity of operations and recovery, first is the impact of a particular crisis harder than a larger company, second is Mid-sized Businesses (MSB) limited with personnel and budget and thereof lack in its business continuity planning experience unlike large companies.