

# TABLE OF CONTENTS

	Page
Abstract	
<b>CHAPTER ONE : Study Outline</b>	
1.1 Introduction	1
1.2 Problem Statement	2
1.3 Objectives of the Study	3
1.4 Scope and Limitation of the Study	3
1.4 Significance of the Study	4
1.6 Methodology of the Study	4
<b>CHAPTER TWO: Strategic Business Planning</b>	
2.1 Theory of Business: A General Outlook	6
2.2 Strategic Business Planning: A subset of the Theory of Business	8
2.2.1 Its Concepts and Principles	10
2.2.2 Strategic Management Model	12
2.3 Business Plan	13
2.4 Fundamental Elements in a Business Plan	15
2.5 Business Planning and Performance: An Overview of Malaysian Small and Medium Sized Entrenpreneurs	18
2.6 The Relationship Between Formal Business Plan and Performance	21
2.7 The writer's Presumption: Revisited	22
<b>CHAPTER THREE: The Study's Methodology</b>	
3.1 The Methodology	25
3.2 The Study Sample of Respondents	25
3.3 The Research Instruments	26
3.4 The Research Analysis	28
3.4.1 Descriptive Statistics	30

3.4.2 Crosstabulation	30
3.4.3 Correlation	32
3.4.4 Regression	33

**CHAPTER FOUR: Findings and Results**

4.1 Introduction	35
4.2 Demographic profile	35
4.3 The Perception about Business Planning	39
4.4 Business Planning versus Business Performance	48

**CHAPTER FIVE: Conclusion and Recommendation**

5.1 Major Findings	54
5.2 Implication	55
5.3 Conclusion	56

Bibliography

Appendix A