

## APPENDIX

### SURVEY QUESTIONNAIRE



UNIVERSITY OF MALAYA  
FACULTY OF BUSINESS & ACCOUNTANCY

THESIS FOR MASTERS IN BUSINESS ADMINISTRATION

**TITLE:**

**“An Empirical Investigation of Selected Government Export Assistance Programs: A Study of SMEs in Malaysia.”**

Dear Sir/Madam,

This is a questionnaire for my research article entitled “An Empirical Investigation of Selected Government Export Assistance Programs: A Study of Malaysia SMEs Firms.”

I am currently pursuing my Masters in Business Administration degree at the faculty of Business and Accountancy at University Malaya and I am required to conduct this survey as partial fulfillment towards completion of my Masters Degree. I am under the supervision of Dr Syed Zamberi Ahmad.

The main purpose of the study is to examine the relationship between SMEs performance through selective government export assistance and SMEs awareness, satisfaction and benefit of the programs available.

I would appreciate it if your company could answer the enclosed questionnaire. All the information provided shall be treated in strict confidence and shall only be used exclusively for the purposes of statistical analysis in respect of the above research.

Thanking you for your kind cooperation and valuable contribution.

Regards

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## **SECTION A: DEMOGRAPHIC DATA / BAHAGIAN A: DATA DEMOGRAFI**

To complete this questionnaire kindly fill in the following details about your Company.

**1. Business category.**

- Manufacturing
- IT Related
- Services (including consultancy)
- FMCG
- Construction
- Primary Agriculture
- Others (please specify) \_\_\_\_\_

**2. How many full time employees are there in your company?**

- Less than 10 peoples
- 11 ó 20 peoples
- 21 ó 30 peoples
- 31 ó 40 peoples
- 41 ó 50 peoples
- More than 50 peoples

**3. How long has your company been established?**

- Less than 1 year
- 1 ó < 3 years
- 3 - < 5 years
- 5 ó <10 years
- 10 - < 15 years
- 15 years and above

**4. Your company paid up capital**

- Less than RM500,000
- RM500,001 ó RM1 M
- RM1.1 M ó RM5 M
- RM5.1 M ó RM10 M
- RM10.1 M ó RM15 M
- RM15.1 M and above

**5. Please indicate your company largest holder of equity**

- Government Owned
- Foreign Owned
- Malay
- Chinese
- Indian
- Others (please specify)

**6. Your company's Total Sales for the past 3 years (in RM Million)**

- Less than RM1 M
- RM1 M ó RM4.9 M
- RM5 M ó RM9.9 M
- RM10M ó RM19.9 M
- RM20 M ó RM RM49.9 M
- RM50 M ó RM100 M
- Above RM100 M

**7. Job Level (Respondent)**

- Owner
- Manager
- Supervisor
- Executive
- Non-Executive

**8. Number of year (s) working in the company (Respondent)**

- < 1 year
- 1- < 2 years
- 2 - < 3 years
- 3- < 5 years
- 5 years and above.

**SECTION B – THE MEASURE ON AWARENESS OF PROGRAMS / BAHAGIAN B  
– MENGUKUR KESEDARAN MENGENAI PROGRAM**

**Please read each of the following and tick (ç) the most appropriate answer.**

This section intends to measure the awareness of respondents on services provided by 10 selective government agencies for SMEs. These agencies are:

- Malaysia External Trade Development Corporation (MATRADE)
- Small and Medium Industries Development Corporation (SMIDEC)
- Malaysian Industrial Development Authority (MIDA)
- Malaysian Technology Development Corporation (MTDC)
- Perbadanan Nasional Berhad (PNS)
- Small and Medium Enterprises Bank (SME Bank)
- Export-Import Bank of Malaysia Berhad (EXIM Bank)
- SIRIM Berhad
- Malaysian Industrial Development Finance Berhad (MIDF)
- Malaysian Biotechnology Corporation Berhad (MBC)

1 indicates lowest level of awareness and 5 indicates highest level of awareness. Please tick (ç) the box which best describes how strongly you aware of the programs. There is no right or wrong answer.

**1-STRONGLY DISAGREE / AMAT TIDAK BERSETUJU**

**2-DISAGREE / TIDAK BERSETUJU**

**3-NEUTRAL / BERKECUALI**

**4-AGREE / BERSETUJU**

**5-STRONGLY AGREE / AMAT BERSETUJU**

*Seksyen ini bertujuan mengukur kesedaran mengenai program yang ditawarkan oleh 10 agensi kerajaan pilihan ini kepada SMEs. Pilihan 1 menunjukkan tahap kesedaran yang terendah manakala pilihan 5 menunjukkan tahap kesedaran yang tertinggi. Sila tandakan (ç) pada kotak yang mewakili pendirian tahap kesedaran anda mengenai program yang ditawarkan. Tidak ada jawapan yang betul atau salah.*

ITEM	Statements	1	2	3	4	5
1	Our organization knows that the programs provided help us to expand our business internationally.					
2	Our organization aware the channel to get the export assistance programs.					
3	We are familiar with the procedures of applying government export assistance programs.					
4	The procedures of applying the export assistance programs are simple and easy.					
5	We know that the programs provided are to assist the SMEs to enhance their competitiveness.					
6	Our organizations always keep updated on the latest programs provided by government agencies.					
7	Generally, our organization fully aware of all export assistance programs provided by government agencies.					

### **SECTION C – SATISFACTION / BAHAGIAN C – TAHAP KEPUASAN**

There are 5 questions in this section on Satisfaction of Selective Government Agencies Export Programs. This section intends to study the satisfaction level of selected services provided by government agencies for SMEs. 1 indicates lowest level of satisfaction and 5 indicates highest level of satisfaction. Please tick (☑) the box which best describes whether you satisfy or not with the selected programs made available by these government agencies. We just want you to respond to each statement truthfully and sincerely.

**1-STRONGLY DISAGREE / AMAT TIDAK BERSETUJU**

**2-DISAGREE / TIDAK BERSETUJU**

**3-NEUTRAL / BERKECUALI**

**4-AGREE / BERSETUJU**

**5-STRONGLY AGREE / AMAT BERSETUJU**

*Terdapat 5 soalan pada seksyen ini mengenai kepuasan hati mengenai bantuan eksport oleh agensi kerajaan pilihan. Seksyen ini bertujuan mengukur tahap kepuashatian mengenai program yang ditawarkan oleh agensi kerajaan ini kepada SMEs. Pilihan 1 menunjukkan tahap kesedaran yang terendah manakala pilihan 5 menunjukkan tahap kesedaran yang tertinggi. Sila tandakan (☑) pada kotak yang mewakili pendirian tahap kepuashatian anda mengenai program yang ditawarkan. Tidak ada jawapan yang betul atau salah. Keperluan hanya untuk menjawab kepada setiap kenyataan secara ikhlas dan jujur.*

<b>ITEM</b>	<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Agencies giving enough promotion on export assistance provided					
2	Export programs provided helping us expanding our business					
3	Services provided by agencies fulfill our organization's needs					
4	Agencies gave enough assistance in helping organization utilizing export programs					
5	Generally, our organization satisfy with export assistance programs provided by agencies					

## **SECTION D – BENEFITS / BAHAGIAN D - FAEDAH**

There are 9 statements in this section on benefit of Selective Government Agencies Export Programs. This section intends to measure the benefit of selected services provided by government agencies for SMEs. 1 indicates strongly disagree on the statement and 5 indicates strongly agree on the statement. Please tick (☑) the box which best describes how strongly you agree or disagree with the statement. There is no right or wrong answer. We just want you to respond to each statement truthfully and sincerely.

*Terdapat 9 kenyataan pada seksyen ini mengenai faedah bantuan eksport oleh agensi kerajaan pilihan. Seksyen ini bertujuan mengukur faedah program yang ditawarkan oleh agensi kerajaan ini kepada SMEs. Pilihan 1 menunjukkan tahap amat tidak bersetuju manakala pilihan 5 menunjukkan tahap amat bersetuju. Sila tandakan (☑) pada kotak yang mewakili pendirian tahap persetujuan anda mengenai faedah kepada program yang ditawarkan. Tidak ada jawapan yang betul atau salah. Keperluan hanya untuk menjawab kepada setiap kenyataan secara ikhlas dan jujur.*

**1-STRONGLY DISAGREE / AMAT TIDAK BERSETUJU**

**2-DISAGREE / TIDAK BERSETUJU**

**3-NEUTRAL / BERKECUALI**

**4-AGREE / BERSETUJU**

**5-STRONGLY AGREE / AMAT BERSETUJU**

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. Increased export sales					
2. Penetration new foreign market					
3. Increased production					
4. Gained new foreign customers					
5. Increased net profit					
6. Improved market growth					
7. Improved product					
8. Improved exporting process					
9. Improved international networking					

**SECTION E – PERFORMANCE / BAHAGIAN E - PRESTASI**

The following statements relate to your company's performance for the past 3 years. Please rate each statement accordingly by ticking (☑) where applicable.

	<b>Decrease more than 20%</b>	<b>Decrease 11-20%</b>	<b>Decrease 1-10%</b>	<b>No change</b>	<b>Increase 1-10%</b>	<b>Increase 11-20%</b>	<b>Increase more than 20%</b>
Overall Sales Growth							
Overall Market Share							
Overall performance							