

### 4.1 Purposive Sampling

By deploying purposive sampling method, a group of companies that fallen into the definition of SMEs in this research has been identified and selected to be the sample. These companies are those have won the award of Enterprise 50 for years of 2000 and 2001. Altogether there are 85 companies become the sample since 15 companies won the Enterprise 50 for consecutive years of 2000 and 2001.

Out of 85 companies were selected, only 83 were invited to be the participating companies based on the definition of SMEs in this research<sup>4</sup>. A total of 63 companies that was sent for research questionnaire by Pos Laju, but one mail was undelivered and returned due to shifting of address while another was replied with blank questionnaire without giving any reason. The remaining 20 companies that were located in Klang Valley had been notified of the survey by hand. All survey invitation mails were enclosed a prepaid Pos Laju envelope for respondents' convenience and safe delivery. A total of 20 companies have sent back their response. For the second round of data collection, four companies are interviewed based on the same questionnaire and two companies have sent back their responses via email. All together, there are 26 companies or equivalent of 31.3% success rate (see Appendix B for respondents list).

Kuala Lumpur has ten companies participant in this survey followed by Selangor which has seven. Other respondents' business locations are shown in Table 4-1.

In term of employee size, 38.5 per cent of the respondents have more than 250 people in their payroll. This not surprising as many of these outstanding companies are

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<sup>4</sup> London Biscuit and Hei-Tech Padu were listed on KLSE after the bestowal of the Enterprise 50 award.

Table 4-1      Locations of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kuala Lumpur	10	38.5	38.5	38.5
	Selangor	7	26.9	26.9	65.4
	Penang	5	19.2	19.2	84.6
	Perak	2	7.7	7.7	92.3
	Sabah	1	3.8	3.8	96.2
	Johor	1	3.8	3.8	100.0
	Total	26	100.0	100.0	

established and constantly growing to meet the market demand. There are six companies which have the manpower of 151-200 people and five companies operate their business with 101-150 people. Table 4-2 illustrates the size of employees of the remaining six companies.

Table 4-2      Size of Employees of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 50	1	3.8	3.8	3.8
	51-100	3	11.5	11.5	15.4
	101-150	5	19.2	19.2	34.6
	151-200	6	23.1	23.1	57.7
	201-250	1	3.8	3.8	61.5
	More than 250	10	38.5	38.5	100.0
	Total	26	100.0	100.0	

For the designation composition of the representative from various participating companies, it is obvious that respondents from senior management level formed the largest part as 65.3 per cent. They were six CEOs, one CIO, one COO, and nine departmental heads had joined the participating list. Table 4.3 summarizes the total of

five managers and four executives who have been empowered to respond the questionnaire.

Table 4-3      Position of Respondents

Positions of Respondents		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Head of Department	9	34.6	34.6	34.6
	CEO/MD	6	23.1	23.1	57.7
	Manager	5	19.2	19.2	76.9
	Executive	4	15.4	15.4	92.3
	CIO/CTO	1	3.8	3.8	96.2
	COO	1	3.8	3.8	100.0
	Total	26	100.0	100.0	

#### 4.2      Data Analysis and Presentation

The raw data collected from the respondents were edited, coded, entered into the SPSS system and processed for the final presentation of findings. The methodology used in data analysis is in Figure 4.1.

All questionnaires received were checked for mistakes, partial answer and misappropriation. The coded raw data was then keyed into SPSS software for data processing and for the preparation of an analytical report.

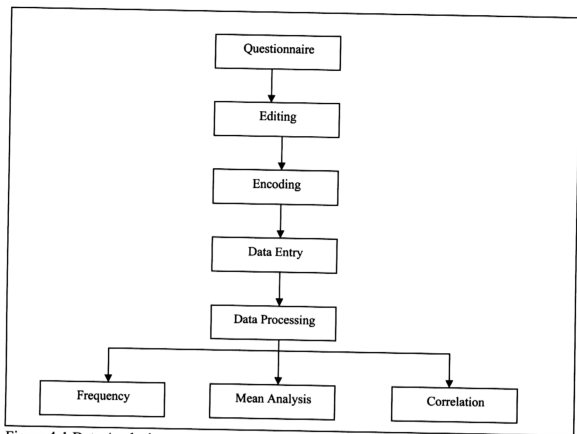


Figure 4-1 Data Analysis