

Important factors for creating brand: Malaysian SME's perspective

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Abstract

In the current competitive market, branding is completely handled by big businesses and the question is where small to medium-sized enterprises (SMEs) fit between these large organizations in the competitive market and into this world of branding? SMEs play a significant role in job creation, considerable economic growth, and the total improvement of living standards. SMEs have a great potential to promote domestic-led growth in new and existing industries. But one of the issues which is not clear is, the role of SMEs in the Malaysian market! How they can compete and they can become as a brand. The main objective of this paper is to understand the important elements that can build small and medium companies' brand in Malaysia. Furthermore this study tries to figure out the barriers and difficulties that SMEs might face in Malaysia. Additionally, researcher would like to illustrate the role of SMEs in Malaysia's market and find out if Malaysian SMEs are be able to rise their brands in competitive market. On the other hand, the research assesses role of entrepreneur, brand management, communicating brand message, delivering brand performance and brand barriers in this study. The researcher's objective is to answer two research questions by hypothesis testing method.

Key Words: Brand, Brand Building, Brand Management, SME, Malaysia