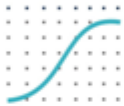




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SME
Small and Medium Enterprises
Development Authority,
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School of Business and
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The Determinants of SMEs' Business Success: A Pakistani Perspective

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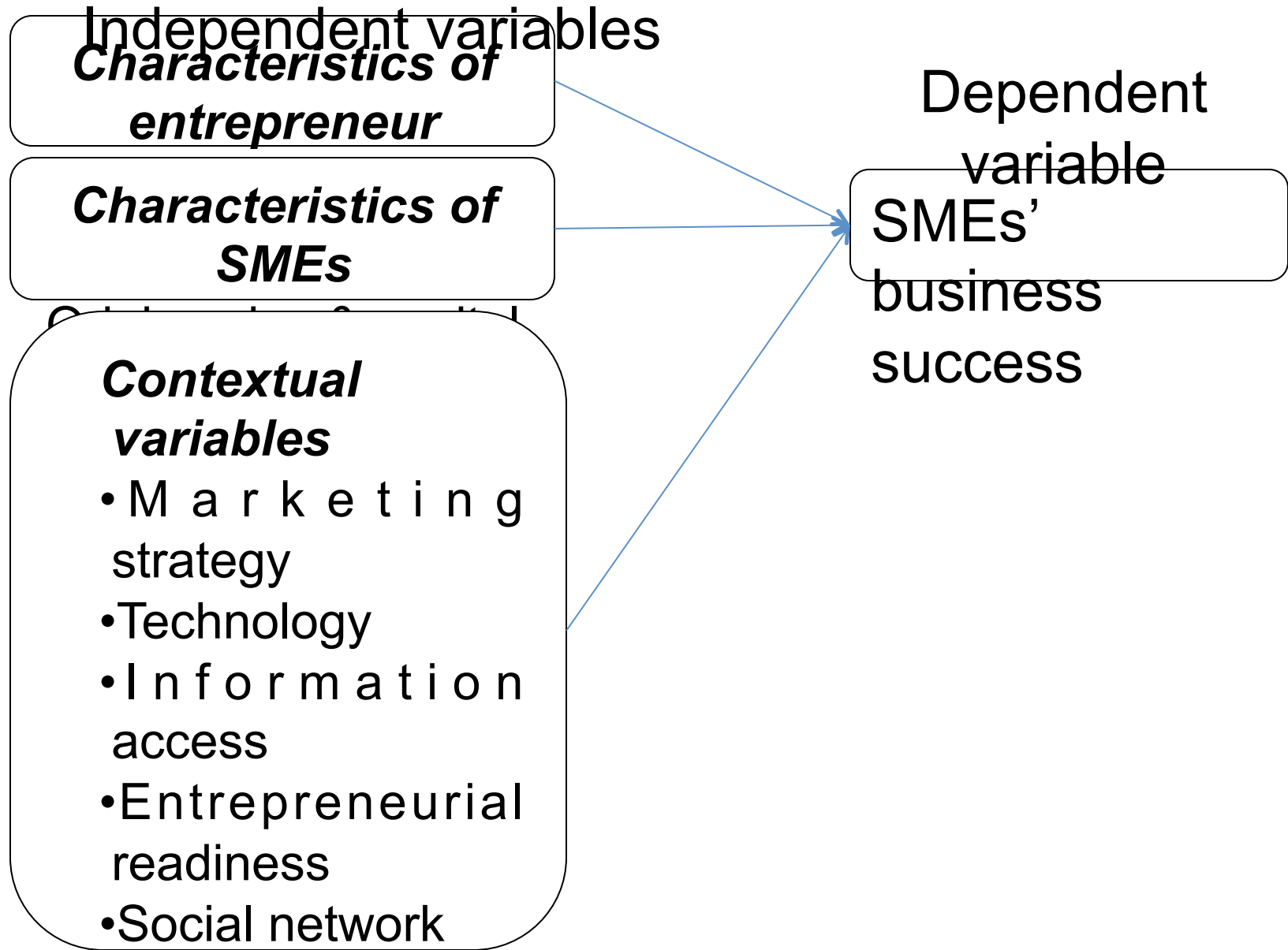
➤ RESULTS

➤ CONCLUSION

INTRODUCTI ON

- What is this study all about?
- Why is this study conducted?
- What is the objective of this study?
- What is the significance of

THEORETICAL FRAMEWORK



RESEARCH METHODOLOGY

- Population
- Sample Size
- Sampling Technique
- Data Collection
- Data Analysis

RESULTS

No	Variable	Reliability test	
		No. of items	Cronbach's alpha
1	Information access	6	0.81
2	Technology	3	0.80
3	Marketing	5	0.72
4	Business plan	3	0.74
5	Entrepreneurial readiness	3	0.73
6	Perception of law	3	0.81
7	Government support	2	0.82
8	Capital access	3	0.66
9	Social network	2	0.56

Mean ratings

<i>No</i>	<i>Variable</i>	<i>Mean</i>	<i>Standard deviation</i>
1	Capital access	4.58	0.77
2	Marketing strategy	4.56	0.81
3	Information access	4.54	0.68
4	Entrepreneurial readiness	4.41	0.80
5	Government support	4.32	0.89
6	Perception of law	4.17	0.94
7	Business plan	4.07	1.01
8	Technology	4.06	1.05
9	Social network	4.03	1.03

Regression results

<i>Variable</i>	<i>Beta</i>
Information access	0.107
Technology	0.182*
Marketing strategy	0.370***
Business plan	-0.127
Entrepreneurial readiness	0.069
Perception of law	-0.277*
Government support	0.036
Capital access	0.302***
Social network	-0.020

Model summary

Adjusted $R^2 = 34.6\%$

$F = 6.29^{***}$

Notes: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$,

➤ CONCLUSION

➤ RECOMMENDATIONS

➤ LIMITATIONS

THANK YOU!