

**A STUDY TO DETERMINE MOTIVATION FACTORS THAT INFLUENCE SMALL
FARMERS TO BECOME AGRICULTURE ENTREPRENEURS VIA GERAI
BUAH-BUAHAN SEGAR FAMA**

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**Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

FACULTY OF BUSINESS MANAGEMENT

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CITY CAMPUS MELAKA

“DECLARATION OF ORIGINAL WORK”

I, AMAL RIDHUAN BIN ABDUL HADI, (I/C Number: 840421-14-5753)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

07 MAY 2010

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A STUDY TO DETERMINE MOTIVATION FACTORS THAT INFLUENCE SMALL FARMERS TO BECOME AGRICULTURE ENTREPRENEUR VIA GERAJ BUAH-BUAHAN SEGAR FAMA PRGRAM" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank You,

Yours Sincerely,

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ABSTRACT

The purpose of this research is to study the influence of human motivation involved in the agriculture entrepreneur's process. This study is to better understand the motivation factors that influence small farmers to become agriculture entrepreneurs. This research is hoped to enhance the previous researches regarding motivation factors that influence not only agriculture entrepreneurs but also type of entrepreneurs. Motivations influence the decisions to grab opportunities, open up willingness to accept risks, and exploitation of resources, and that variance across people in these motivations will influence who pursues entrepreneurial opportunities, who assembles resources, and how people undertake the entrepreneurial process. This research is conducted on 'Gerai Buah-Buahan Segar' (GBBS) FAMA participants in Selangor. The respondents are all small farmers that had become agriculture entrepreneurs under the administration of FAMA. Self-administered questionnaires are distributed of this research. The sample used for this research is respondents of 'Gerai Buah-Buahan Segar' (GBBS) FAMA state of Selangor, Negeri Sembilan and Melaka. The sample size studied is 50 respondents and the researcher has adopted the descriptive research design because it uses to describe something such as groups like local community. This study used the descriptive research design through personal interview method.

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