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**THE PROSPECT OF  
LANDSCAPING HORTICULTURE BUSINESS IN SARAWAK :  
A CASE STUDY OF KUCHING**

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## ABSTRACT

The main objective of this paper is to study the prospect of the landscaping horticulture business in Sarawak, with a case study of similar businesses operations in Kuching.

The findings, in relation to the objectives of the study shows that the growth of these companies was parallel to the increasing demand from the government, the private sectors and individuals such as for government infrastructures, private housing and home dwelling projects. The future outlook of the industry suggest ground for optimism as indicated by strong government and institutional support together with the available resources in the form of great biodiversity of local landscape plants, existing management and suitable climatic conditions. The demand and consumption for landscaping related activities in the whole country as reflected by the federal budget is up from RM446.4 million in the 7<sup>th</sup> MP to RM616.50 million in the 8<sup>th</sup> MP. The expenditures as incurred by the three local councils for their landscaping activities in Kuching shows an upward trends from RM11.10 million in 1999 and is expected to reach RM15.95 millions in the year 2003. And these figures have yet to include the market demand created by the private sectors and individuals.

The overall finding of this study has suggested that the prospect and the future outlook of the landscape horticulture is favourable but at the same time, the findings also has brought to light several important issues and considerations that must also be addressed. The final part of this reports deals with recommendations to improve landscape horticulture business by looking into the improvement of the nursery sector, the need to be more sensitive to the market requirements, adopting new technology and using a more competitive strategy.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND & SCOPE OF STUDY**

The contribution of landscaping to the Malaysian economy is increasingly on the rise. The industry appear to develop parallel to other industries, especially in the construction and tourism. As the two sectors continue to develop, the landscape industry will therefore continue to have a bigger share in the economic growth. As an example according to Saharan, A(2000), assuming that 10 % of the overall construction is in the form of landscaping, the landscape industry would have contributed RM733 million to the Malaysian Economics in 1998 (Economic Report 1999/2000, Ministry of finance, Malaysia). It is not impossible for the figure to reach more than RM1.0 billion per annum in the next five to ten years.

However, besides its economic contribution, the importance of landscaping to the Malaysian way of life could also be viewed from various perspectives. Motloch (2000) said that landscaping could give meanings and be interpreted from many angles. Landscape can be viewed as nature, habitat, artefact, system, problem, wealth, ideology, history, place as well as aesthetic.

## **CHAPTER 2**

### **LITERATURE REVIEW**

In this study, the focus will be on performance and potential of horticulture landscape companies. As such this chapter will cover literature on landscape and business operations from various studies and perspective that is relevant to the study.

#### **2.1 LANDSCAPE AND LANDSCAPE HORTICULTURE**

A number of recent studies on landscaping suggest that the pattern of growth in the landscaping industry has not been of an amalgamating nature, as in a river system, but of a branching character as in a tree.

Mills (1994) pointed out that landscape has many facets and that there are many ways in which it can be represented, interpreted and approached. As the study of landscape has grown, so its branches have grown apart. For example despite the best efforts of the Landscape Research Group in the UK and the journal Landscape in the USA, there is no formalised discipline of landscape studies, with its own methodologies and university departments. In the absence of any organisational or disciplinary unity, landscape studies all too often consist of a great variety of unrelated perspectives, tied only loosely to the environment and its representation .