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**A CASE STUDY TO IDENTIFY REASONS FOR DECLINING
SALES OF ENVELOPES OF BENGKEL SERI SARAWAK,
A NONPROFIT ORGANIZATION**

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TABLE OF CONTENTS

<u>CONTENT</u>	<u>PAGE</u>
TITLE PAGE	(i)
LETTER OF TRANSMITTAL	(iii)
ACKNOWLEDGEMENT	(iv)
CONFIDENTIALITY STATEMENT	(v)
TABLE OF CONTENTS	(vi)
LIST OF TABLES	(xii)
LIST OF FIGURES	(xiv)
LIST OF ABBREVIATIONS	(xv)
LIST OF APPENDICES	(xvi)
EXECUTIVE SUMMARY	(xvii)

CHAPTER ONE

1 INTRODUCTION

1.1 Background of Study	1
1.2 Scope of Study	5
1.3 Problem Statement	5
1.4 Objectives of Study	6
1.5 Hypothesis	7
1.6 Significant of Study	8
1.7 Assumption	9

EXECUTIVE SUMMARY

Basic Considerations:

Marketing for nonprofit organizations is as important as it is for for-profit organizations. Nonprofit organizations cannot solely depend on and hope for government support, private support is problematic, and competition is becoming more fierce. Charity organizations must communicate its existence and relevance to the public where it is looking up for contribution and support.

Bengkel Seri Sarawak (otherwise known as BSS) is a welfare nonprofit organization whose principal business activities are making and selling envelopes, and artificial limbs. It was established by the Social Welfare Department of Sarawak with the main objective to provide job opportunities for disabled person in the state.

Sales of Envelopes:

The sales of envelopes, which is the focus of this study, has steadily been decreasing since it reached its peak in 1994. The implication on its objective is that it no longer a source of handsome income for its workers.

CHAPTER ONE

INTRODUCTION

1.1 Background Of Study

As the country gears itself up to achieve the developed nation status set forth in Vision 2020, to become a nation of a confident Malaysian Society infused with strong values in which there is a fair and equitable distribution of wealth of the nation and in which there is full partnership in economic progress, there is an urgent need for agencies tasked to look after the poor to formulate new strategic challenges to keep abreast with the changing needs and demands of our people¹.

The country is undergoing rapid development in all spheres. There is an increased awareness of development institutions to create more wealth and distribute it more effectively in order to contribute to the provision of basic wants and needs for wider segments of the population. Economic growth does not have meaning if the distribution of income in the society is excessively skew. Therefore, efforts must be made to provide adequate facilities and services to cater for the needs of everybody (Hamid Bugo)².

Malaysian population is roughly about 22 millions, and the total number of disabled peoples registered with the Ministry of National Unity and Rural