

Improving The Value Chain of Cloth Supply In Batik Industry

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Abstract

This study is focusing on problem faced by batik producers, in order to manage their cloth supply. From this research, the researcher recommends the batik producers to use e-procurement to manage their cloth supply efficiently. In this study, the researcher defined the research problem that the study tries to discover. The purpose and objectives of the study is, to identify problem faced by the batik producers regarding to the cloth supply chain. Research questions have been created as an overall guidance of what this study hope to find, the problems and the way to overcome the problem. Beside that, literature review that referred by the researchers as guideline in order to perform a hustle free research project. It indicates findings from the previous related research that contribute an idea and several concepts that can be used for this study. Then to complete the whole research project some data have been collected pertinent to the study. The findings of the research are results from the data collected for this study in quantitative and qualitative manner. Statistical Program for Social Science (SPSS) is used and the results are presented in charts and graphs. The findings then, will be elaborated pertinent to the objectives of the study. Finally, the researcher recommend e-procurement system to be use in order to manage cloth supply efficiently, and hope this study will be one of the first steps for further development for batik industry in Malaysia.

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Chapter 1

Introduction

1.1 Introduction

“Batik merupakan warisan budaya Negara yang diwarisi sejak zaman berzaman”

*Dato’ Sulaiman Othman
Ketua Pengarah MHDC*

Malaysia is one of the key players in the batik industry; in fact, a batik cloth has been traditional based for our Malaysian official costume. So, the government of Malaysia has placed emphasis on the batik industry in view of its potential as promising industry in the new millennium.

Indeed, the government has established of Handicraft Development Centre (1967), Batek Malaysia Berhad (1968) and Malaysia Handicraft Board (1973) changed to Malaysia Handicraft Development Corporation (Perbadanan Kemajuan Kraftangan Malaysia, 1979). It shows the government had improved the strategies to the future of handicraft in Malaysia and increase economic growth the providing equitable access to the jobs and positions in the modern and by dynamic sectors of the economics (Leight, 2000).

There are so many ways taken by the government to promote batik industry, one of it is by offered free batik shirt to visiting dignitaries and VIP’s during Asia Pacific Economic Cooperation Forum (APEC) 1998 (www.cgi.cnn.com).