



**THE EFFECTIVENESS OF SARAWAK ECONOMIC
DEVELOPMENT CORPORATION (SEDC)
BUSINESS PREMISES PROGRAMME IN
DEVELOPING BUMIPUTERA ENTREPRENEUR**

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1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

“Nowadays, Malaysia has become one of the most develop country among the third world country in the world. Several developments programmed made by government put Malaysia in this position. However, this development strongly relates to very hardworking Non-Bumiputera minority in Malaysia. We cannot deny the economic achievement by this minority. In the late 80’s, government hopes that this situation will change. By the year 2010, government target is to achieve effective Bumiputera participation and equity ownership of at least 30%. In this regard, measures will be taken to introduce new programmes, reorientate, consolidate and streamline existing programmes as well improve the delivery mechanism. This will include the creation and promotion of Bumiputera ventures in the manufacturing and dynamic services sectors. Several programmed for Bumiputera entrepreneurs launch by statutory body in order to arouse this movement. Even though involvement of Bumiputera still at the lower target set by the government where only 21% was achieved but there was a positive result.”

(Dr Mahathir Mohamad, 1992)

Sarawak Economic Development Corporation (SEDC) was set up in 1972 as a statutory body with the general aim to promote the commercial industrial and socio-economic development. At the same time, it plays the role of a trust agency of Bumiputera in commerce and industry. Programmes like Dana Modal Putra, Dana Perusahaan Kecil, Skim Pinjaman Industri Kecil Sederhana, Business Premises Programme and others give Bumiputera opportunities to enter business.

2.0 LITERATURE REVIEW

2.1 An Overview of Bumiputera Participation in Business

Since after independent, Malaysia have been develop faster than any other third world country in the world. The growths cause by New Economic policy introduce by Government. This changes benefits Malaysian in term of their economic situation. Even though New Economic Policy bring several changes but poverty still a major problem especially for bumiputera communities and rural area community. Affects from this problem, government try to change this situation. Several businesses programmes introduced especially for Bumiputera. Hopefully, Bumiputera will participate in business to change their fate.

After several years, the participation of Bumiputera in business was increased. Even though it still at the lower target by government, but there were a positive result. Through vision 2020, more programme have been develop to improve bumiputera economic.

Bumiputera in Sarawak before independent live in rural area and more concentrate in agriculture while the business sector monopolize by non-bumi especially Chinese. After the independent, Bumiputera migrant to city and try to involve in business sector. Most of Bumiputera face problem finding a place to start their business because most places in city or town conquered by non-bumi especially Chinese minority. Affect from this situation, the Sarawak Government lead by Sarawak Economic Development Corporation that was set up in 1972 to arouse economic movement. Through the business programmes developed by SEDC it is hoped that they can create more business opportunity for Bumiputera.

3.0 INTRODUCTION OF RESEARCH METHODOLOGY

In the survey, the research methodology plays a very important role. It started with the planning schedule for the whole project and then followed by subsequent events.

According to Gilbert A. Churchill, Jr (1987) in his book titled Marketing Research Methodological Foundations (4th ed), research design is simply the framework or plan for a study. It is used as a guide in collecting and analysing data. It is the blueprint that is followed in completing a study. Research design ensures that the study will be relevant to the problem and will use the economical procedures. There are three type of research design.

a) Exploratory research

The major emphasis in exploratory research is on the discovery of ideas and insights. Particularly it is very helpful in breaking broad, vague problem statements into smaller, more precise sub problem statements, hopefully in the form of specific hypothesis. The soft drink manufacturer faced with decreased sales might conduct an exploratory study to generate possible explanation. (Gilbert A. Churchill, Jr.1987)

b) Descriptive research

The descriptive research typically concerned with determining the frequency with which something occurs or the relationship between two variables. The descriptive study is typically guided by an initial hypothesis. An investigation of the trends in the consumption of soft drinks with respect to such characteristic as age, sex, geographic location, and so on, would be a descriptive study. (Gilbert A. Churchill, Jr.1987)