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**THE KEY SUCCESS FACTORS OF MUSLIM WOMEN  
ENTREPRENEURS IN KUCHING, SARAWAK**

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# THE KEY SUCCESS FACTORS OF MUSLIM WOMEN ENTREPRENEURS IN KUCHING SARAWAK

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## ABSTRACT

The aim of this research is to analyse the key successful factors of Muslim women entrepreneurs in Kuching Sarawak. Then, I begin with an overview to identify the strategies and initiatives taken by Muslim women entrepreneurs in enhancing their businesses. A study 50 local respondent was done to analyse the key successful factors of Muslim women entrepreneurs in Kuching Sarawak. The survey used questionnaires to gather information. The sample of this study comprises the respondents were selected from all sectors in the industry and from varying sizes of business in a local area of Kuching, Sarawak. The dependent variable is successful factors of Muslim women entrepreneur in Kuching, Sarawak. The independent variables is to measure key success factors however comprises the leadership style, management and personality traits.

Keywords: Entrepreneurship, Success Factors, Muslim Women.

## CHAPTER 1

### INTRODUCTION

#### 1.0 Introduction

This chapter focuses on the background of the study, which is about the key success factors of Muslim women entrepreneur in Kuching, Sarawak. Section 1.1 is discussing about the background of the study, Section 1.2 is focusing on the problem statement, and Section 1.3 states the research questions. Section 1.4 explains about the research objectives, Section 1.5 is explaining about the scope of our study and Section 1.6 is focusing on the significance of the study. Section 1.7 explains about the limitation of study. Lastly, Section 1.8 explains about the definitions of terms and concepts.

#### 1.1 Background of Study

This paper the key success factors of Muslim women entrepreneurs in Kuching Sarawak and an overview to identify the strategies and initiatives taken by Muslim women entrepreneurs in enhancing their businesses. Although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one. Moreover, the practical aspects have included some case studies on Muslim women entrepreneurs in Kuching, Sarawak, with analyzing the success factors which make them unique. According to the (Allen, Langowitz, & Minniti, 2007), women entrepreneurs have contributed significantly to the economic development of the economy, both in job created and in generation of revenue. Research has shown the importance of women entrepreneurship contributed to the overall economic development of a country. Refer from the book (Thomsen, 2011) the achievement and role are played by women category in entrepreneurial field now clearly shown women's capabilities in facing competition. The successful business owners need to put much effort and initiatives in a business's physically and mentally. Muslim women participation in economic activity has become a growing importance to the development in the country. Women are not compelled to do their duty at home but majority of them has participated in business. Their courage and high commitment in business has shown a tremendous success in contributing to the nation success. According to the (Thomas , Jennifer, Amr , & Peter , 2011) the fact that Muslim entrepreneurs operate within an Islamic context (Islamic rules or Sha'riah) means that they are operating in a moral and supportive business environment.

## CHAPTER 2:

### LITERATURE REVIEW

#### 2.0 INTRODUCTION

In this chapter, the literature review explained about the key success factors of Malay women entrepreneur in Kuching, Sarawak. Section 2.1 discusses on the key successful factors on their achievement, Section 2.2 explains on the challenges that they had been through. Section 2.3 discuss on the barriers faced by them to be a successful entrepreneurs. Section 2.4 discussing on entrepreneurial motivation, Section 2.5 discussing on conceptual framework and Section 2.6 is discuss on hypothesis.

#### 2.1 The key success factors on their achievement

(Benzing C. C., 58-91) Stated that the key success factors is were “reputation for honesty”, “friendliness and charisma”, “social skills” and “good customer service. These results suggest the presence of similarities in terms of success factor perceptions between small business owners across culture and gender. Through the Seminar Keusahawanan Islam II peringkat Kebangsaan develop some of the key success factors which are:

- Offer good quality at a fair price

The first key success factor is that provide of good quality at a fair price. If it's in competition with other similar products or services, it must have what's called a Unique Selling Proposition--one or more features or benefits that make it unique, different and superior to any competitive product or service. Deliver it faster, make it better or of higher quality, or lower the price of the product or service in some way. Instead of trying to invent a new business or industry, start off with a product or service that people are already using and find some way to make it more desirable.