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CHAPTER 3: LITERATURE REVIEW

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ABSTRACT

This paper reports the findings on the effectiveness of Program Pembangunan Keusahawanan Wanita in enhancing entrepreneurships among women.

The purpose of this study is to find out whether the program pembangunan wanita that is conducted by Sedcovest Holdings Sdn. Bhd are effective in enhancing entrepreneurship among women and also to know their perception towards the program. In order to achieve the objective of this study, 140 questionnaires was distributed to the participants of the program that covered the respondents profile, their perception towards the program and also suggestion and recommendations on how to improve the program. However, only 120 questionnaires are returned.

This project paper consists 5 chapters. The first chapter is an introduction which includes the background of the company, background of the study, scope of study, theoretical framework and more. Chapter 2 will concern on literature review. Chapter 3 consist the research methodology which includes research design, data collection method, target population and sample size, and data analysis and procedure. Chapter 4 concerns on the findings and analysis of the research and finally, chapter 5 will explain the suggestion and recommendation of the study.