



**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**

**BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)
AM228**

Title of Report:

**CASE STUDY OF GIATMARA'S TRAINEES
READINESS INTO ENTEPRENEURSHIP**

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Jan 2013

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

MARA started a pilot project in the form of Pusat GIAT in Jitra, Kedah in January 1986. To the uninitiated, it sounds like a feel good effort, but those in the know understand that it binds all those involved in a deep culture of independence, resourcefulness and a desire to excel and help each other that have astounded many.

Considering GIATMARA came into being in 1986 as a government's effort to provide a second chance for Bumiputera's youth left out from the mainstream education system. In the 80's and 90's, it was often quoted as "GIATMARA", meaning training them or losing them to drugs or other negative vices. The problem was very real and GIATMARA took a serious stance on discipline and social interaction to overcome the problems.

As the government endorsed the opening of GIATMARA on the basis of each constituency "one center for the parliament", GIATMARA grew to become a prominent skills training institution that provided the biggest coverage at grassroots levels. GIATMARA has become a permanent fixture for their needs.

GIATMARA has always differed from the others being the only skills training institution that targeted dropout youth, retrenched workers and the hardcore poor as students.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The development of entrepreneurship has been growing fast in Malaysia. The perceived importance of entrepreneurship to the growth of Malaysia's economy is evidenced by the sheer amount and variety of supporting mechanisms and policies that exist for entrepreneurs, including funding, physical infrastructure and business advisory services.

The issue of entrepreneurship in Malaysia is closely tied to the other political economic considerations unique to the Malaysian context, and thus has its own set of constraints to contend with even while it is being developed.

Bumiputera have receive the special rights under the New Economic Policy (NEP) that was instituted in 1970 as a response to the growing discontent about the economic inequalities between the Malays and the other races, mainly Chinese who were still gaining economic ascendancy. Thus, the two-pronged objective of the NEP was to eradicate poverty, as well as to obliterate the strict lines identifying a particular ethnic-group with a particular economic activity or occupation. Under the NEP, emphasis was put on increasing effective Bumiputera ownership and participation in the corporate sector, improving Bumiputera participation in high-income occupation, as well as narrowing income inequality and eradicating poverty.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The study involves a set of related questionnaires to the trainees of Pusat Giat Mara. Questionnaires are used in this research design to ensure reliable information. Besides that interview the trainees also been conducted to add additional information on the study of readiness of Giat Mara trainees involving in entrepreneurship.

The researcher chose the respondents for answering questionnaire randomly based on the represent the readiness of Giat Mara's trainees into entrepreneurship in Sarawak. They are chosen in different dressing because of the researcher perceptions toward their characteristics; age, gender, race, marital status, and level of education.

3.1.1 Population

Population refers to the group of objects or people that will be concentrated in a research with the attributes required (Mahamood, 1992). Population is referring to the entire group of people, events or things of interest that the researcher wishes to investigate. The targeted population for this research is Giat Mara trainees. The targeted subjects were likely to have the knowledge on the training or skills they have learnt in entrepreneurship.