## UNIVERSITI TEKNOLOGI MARA

# MARISTRY ASCLISHMENT AND THE IMPACT TO DEMAN PERMIAGARM MELAYU MALAYSIA MESERI SARAH: STRATEGIC APPROACH

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### **CHAPTER ONE – INTRODUCTION**

#### 1.1 Background of the Study

Entrepreneurship development has always been government focus in combating unstable economic condition that frequently arises in a year of millennium.

Due to recent global economic crisis, unemployment rate in the United States of America (USA) almost reached the 10 per cent figure, further contributed by the retrenchment measure taken by many companies with many businesses in the verge of bankruptcy and foreclosure.

Comparing with the USA, the rose to 3.7 percent of unemployment rate in Malaysia in June 2010 may not sound big, but when that percentage is equivalent to 426,600 persons with the economic uncertainty is yet to show any sign of recovery, government not need to go for the 'wait and see' approach.

Table 1.1- MALAYSIA: KEY ECONOMIC DATA 1995-2000

No.	Item	Year					
		1995	1996	1997	1998	1999*	2000**
1.	Population (million)	20.7	21.2	21.7	22.2	22.7	23.3
2.	Real GDP Growth (%)	9.4	8.6	7.7	-7.5	4.3	5
3	GNP Per Capita (US \$)	-	4,543	4,377	3,093	3,255	3,349
4.	Labour Force (thousand)***	8,257	8,641	9,038	8,881	9,010	9,194
5.	Labour Force Growth (%)	5.4	4.6	4.6	-1.7	1.5	- 2
6.	Employment (thousand)	8,024	8,417	8,805	8,563	8,741	8,920
7.	Employment Growth (%)	5.5	4.9	4.6	-2.5	1.7	2.1
8.	Unemployment Rate (%)***	2.8	2.6	2.6	3.2	3	3

\*Estimates

Source: Economic Report 1999/2000



<sup>\*\*</sup>Forecast

<sup>\*\*\*</sup>Economic Planning Unit estimates