A STUDY ON EFFECTIVENESS OF BUMIPUTERA MARKETING STRATEGY

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ABSTRACT

This study conducted in order to identify, determine and recommend the suitable marketing strategy for bumiputera entrepreneurs. The research is done in Kota Belud, Ranau, Tuaran and Menggatal. The research used the non-probability sampling technique, which relies more on the personal judgment from the researcher. The sample size of this study is hundred and forty (140) respondents, which come from north Kota Kinabalu districts and minimum requirement for this research is hundred and twenty (120) respondents.

This research used two types of data collection; they are primary data and secondary data. The main target for this study is to identify the main factors of the problem in bumiputera marketing strategy and also to identify the most effective way to solve and enhance their marketing strategy. Besides that, this study also will find out the best solution for MARA to help the entrepreneurs and give the best services to bumiputera entrepreneurs under MARA.

According to this study, entrepreneurs have faced many problems in their marketing strategy in the business. The problems are facing low sales of the product, low profit and difficulty in penetrating the market compared with the non-bumiputera entrepreneurs.

After the research conducted, researcher will recommend the suitable marketing strategy to the bumiputera entrepreneurs. The recommendation will be apply in the business.