



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# **INFLUENCING THE INDIANS ENTREPRENEUR BUSINESS SUCCESS**

**SITI FARAH BINTI HAJI EDWIN  
2011522491**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
(MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA SARAWAK**

**8<sup>th</sup> JULY 2014**

## **ACKNOWLEDGEMENTS**

This report would not have been possible without the help of so many people in so many ways.

Alhamdulillah, I am grateful to Allah S.W.T whereby without His blessings, this report may not have been accomplished.

I am fortunate and thankful to my families who are always supportive and never fail to lend me a helping hand, providing me a shoulder to cry on; at good times or bad times.

I would like to express the deepest appreciation to my advisors; Dr. Jati Kasuma Ali and Madam Margaret Lucy for his and her continuous concern, encouragement and patience in guiding me with this report preparation. I owe my profound gratitude and feel indebted to each and every one of my dear lecturers who have been educating me with precious knowledge and valuable experiences all throughout my study years in UiTM.

I heartily thank to all my friends; who are my classmates; who has been my backbone; who has been my assistance; and has often provide me with uncountable help upon ensuring that this report came out done, hence are able to meet its deadline.

Thanks again to all who helped me.

# TABLE OF CONTENTS

<b>LIST OF CONTENTS</b>		<b>PAGE NO.</b>
Declaration of Original Work		i
Letter of Submission		ii
Acknowledgements		iii
Table of Content (Detailed Descriptions)		iv - v
List of Tables		vi
List of Figures		vii
<b>CHAPTER</b>	<b>DESCRIPTIONS</b>	<b>PAGE NO.</b>
<b>1</b>	<b>INTRODUCTION</b>	1-2
	1.1 Background of Study	3-5
	1.2 Research of Study	6-7
	1.3 Research Problems	7-8
	1.4 Research Questions	8
	1.5 Research Objectives	8
	1.6 Significance of Study	9
	<i>1.6.1 Researcher</i>	9
	<i>1.6.2 Marketer</i>	9
	<i>1.6.3 Public</i>	9
	1.7 Definition of Terms	10
	1.8 Research Limitation	11
	1.9 Overview of Report Proposal	12
<b>2</b>	<b>LITERATURE REVIEW</b>	13
	2.1 Critical Success Factor of Entrepreneur	13
	2.2 Entrepreneurs	13-14
	2.3 Indian Entrepreneurship	14-16
	2.4 Theoretical Framework	16
	<i>2.4.1 Self-Motivation</i>	16
	<i>2.4.2 Leadership Skill</i>	16-17
	<i>2.4.3 Market Demand</i>	17
	<i>2.4.4 Financial Strength</i>	17
<b>3</b>	<b>RESEARCH METHODOLOGY</b>	18
	3.1 Introduction	18
	3.2 Research Design	18
	<i>3.2.1 Quantitative Data</i>	18-19
	3.3 Measurement & Scaling	19
	<i>3.3.1 Scaling</i>	19
	3.4 Research Instrument	19-20
	<i>3.4.1 Questionnaires</i>	20
	3.5 ODT Table	20-21
	3.6 Sample	22
	<i>3.6.1 Sampling Method</i>	22
	<i>3.6.2 Sampling Technique</i>	22
	3.7 Data Collection	22
	<i>3.7.1 Secondary Data</i>	22-23

## CHAPTER 1

### 1.0 INTRODUCTION

Since the beginning of its history, Malaysia has been a meeting place for a diverse range of external cultures and religions. As a result of these external influences, a new unified but distinguished Malay culture has emerged. Contemporary Malaysia represents a unique fusion of Malay, Chinese, and Indian traditions, creating a pluralistic and multicultural nation that has its character strongly rooted in social harmony, religion and pride in its ancestral background. With such a rich cultural heritage, acquiring the relevant skills and cultural knowledge in order to conduct business in Malaysia is crucial to your success.

Sarawak is the largest of the 14 states of multilingual Malaysia, and is located on the island of Borneo. Sarawak has a population of 2,399,839 people consisting of 26 different ethnic groups. The largest group is the Iban with a population of 693,358, and this is followed by the Chinese 560,150, Malays 551,567, Bidayuh 192,960, Melanau 119,897, other *Bumiputeras* (sons of the soil) 152,074, Indians 7,188 and others which comprise of 113,772 non Malaysian citizens (Mukim, 2010)

Kuching is the capital of Sarawak and is located in the Kuching Division, which is also known as the First Division. Kuching has a population of 598,617 (Mukim, 2010). The major religions in Sarawak are Christianity, Islam, Buddhism, and Taoism. Hinduism and Sikhism are practiced mostly by the Indians and Punjabis. In Sarawak, just as in other states in Malaysia, Malays are Muslims (David, 2003).

People of Indian descent comprise about 7% of the population. South Indian Tamil have been coming to Malaysia since the 11<sup>th</sup> century. Inflow of Indian migrants began during the establishment of the Straits Settlements. They were brought in as labourers, traders, policeman, and construction workers. Large-scale migration took place in the early 1900s to work in the rubber plantations. The Tamils are concentrated on the West Coast of peninsular Malaysia. The Indian community is made up mostly of Tamils, but also includes Bangalis, Malayalis, Punjabis, Telugus, Gujaratis, and Sindhis. The main religion are Hinduism and Sikhism (Bhasin, 2010).

Moreover, assimilation is the process by which minorities gradually adopt patterns of the dominant culture (Macionis, in Dealwis and David, 2009). This involves changing modes of dress, attitudes and values, religion, language and social networks and even identity. Barry (1979, in Dealwis and David, 2009) elaborates: “assimilation is a process whereby the

## CHAPTER 2

### 2.0 LITERATURE REVIEW

#### 2.1 Critical Success Factor of Entrepreneur

Company success is frequently conditional on the knowledge of entrepreneurs which mainly depends on their education and past experience emphasises the importance of knowledge in companies. Knowledge is very importance for the company whereby it represents one of the sources of sustainable competitive advantages and that knowledge is the basic foundation for economic performance. Research has shown that knowledge has become an important tool for strengthening an enterprise's competitive advantage.

The alternatives to reward-equals competence as a reason for entrepreneurial success and offers a pragmatic programme for those who seeks to start or acquire their own company, a programme that shifts the focus from the personality of the entrepreneur to the firm's underlying business concept and capacity to accumulate capital. On the other hand, the successful entrepreneurs started or acquired companies whose economic fundamentals were superior to the firms that failed to achieve significant success.

#### 2.2 Entrepreneurs

When an entrepreneur starts a business using his financial assets, he must need some time to share his work load. For this purpose, he hires people to work with him. As the time passes, the entrepreneur gets satisfied that he is investing his money in the right place. So he starts a huge business, hence creating more job opportunities for people. By creating job opportunities for people, an entrepreneur provides wealth to the people. They tend to start a new business with innovation like providing the best quality product within low price so that people can save their money and get the best product. This strengthens the economy of a country. For this purpose Government also welcomes entrepreneurs to start their business.

The successful innovation requires an act of will and patience. It depends, therefore, on leadership, not intelligence. All of the entrepreneurs need to be risk-taking in doing the business that may have a reasonable possibility of failure. Everybody that becomes an entrepreneur needs to be ready and find any opportunities if they involve in any problem that can make them become bankrupt.

Despite of that the concept of knowledge transfer derives from the field of innovation (Major and Cordey-Hayes, 2000). Most of Indian people in Kuching are making knowledge transfer from one place, person, and ownership to another. The concept of the transfer must