

UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



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COMMERCIALIZATION OF SARAWAKIAN'S LOCAL
PRODUCT TO BROADEN THEIR MARKET BEYOND THE
STATE

MUHAMMAD ASIF BIN ABDUL RAHMAN
MUHAMMAD FADHLI BIN AMRAN

2013837366

2014441862

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This kind of research has given us lots of opportunity to discover the problems faced by local entrepreneurs in Sarawak since there are lots of products which have the potential to be commercialized beyond the state. Hence, by conducting our research, we can contribute by taking part in order to solve the issues that raise among the local entrepreneurs themselves. We are really grateful because of our hardworkship, we had successfully done our research perfectly in an appropriate time.

Muhammad Asif

Muhammad Fadhli

Bachelor of Administrative Science (Honours)

Faculty of Administrative Science & Policy Studies

Universiti Teknologi MARA, Samarahan 2, Sarawak

THE ABSTRACT

Abstract

Commercializing the Sarawak's local product contributes to the profitable business. This study examines on problem faced by the local entrepreneurs in Sarawak who manufactured the food and beverages products, what are the major factors which contributes to the problem occurred, what kind of strategies that the local entrepreneurs in Sarawak recently implement and what are the best recommendations in order to curb all dissatisfaction faced by them. A random sample of 31 respondents which are among the members of Koperasi Persatuan Konsortium Groombig Sarawak Berhad (KOPKOS). Study shows they facing difficulties on the opportunity to promote their product globally which need several implement. Recognition of organization, their experience and knowledge and also the government's assistance which are the major factors to the problem occurred. Most of them are using social media to promote their product besides their recommendation for the government are government should provide booths, site and seminar, minimizing the terms and regulation for application and conducting Research and Development (R&D).

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CHAPTER 1

INTRODUCTION

1.0 Introduction

In this chapter, we had introduced our research. It includes our background of study, problem statement, research objectives, scope of study, significance of our study and definition of concept.

1.1 Background of Study

The most significant role for the creation and growth of business is by having an entrepreneurship, it also coincidentally will cover the growth and prosperity of regions and nation (Hisrich, Peter & Shepherd, 2013). Entrepreneurship can be defined as the development of a business from bottom to top and it is the conversion process from an idea to the profitable business (Brooks, 2015).

We are undergoing a research regarding on commercialization of local sarawakian's product to broaden their market beyond the state. About Sarawak, it has its own local products such as Kek Lapis Sarawak, Pes Laksa Sarawak, Sos Lada Hitam, Rempah Ratus/Herba and Kordial Pisang, which is their entrepreneurs are the group members of Koperasi Persatuan Konsortium Groombig Sarawak Berhad (KOPKOS). Most of these products recently are being sold locally in Sarawak and do not penetrate to the global market. State Government has encouraged the local entrepreneurs in Sarawak to produce their own local product. For example Sarawak Layer Cake, which is a significant product produced by the local Sarawakian's entrepreneurs and the demand for this product is keep on increasing, regardless by local or