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BAMBOO NETWORKING PRINCIPLE AMONG CHINESE ENTREPRENEURS

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The Chinese have significantly more business supremacy than other races in Malaysia, particularly Bumiputeras. Despite the New Economic Policy (NEP) which has been in place for almost 20 years and was designed to increase this number, Bumiputera entrepreneurs continue to fall behind, especially when compared to Chinese entrepreneurs. The Geographical Association (2020) estimates that the Chinese community holds 70% of the market. The dominance of the Chinese community in business is due to business that is usually inherited from the ancestors (Husin, 2013). The tenets of Chinese society, which place a high emphasis on relationships, perseverance, and discipline, have been ingrained in people's souls from the beginning of time, enabling the economy to thrive even now (Husin, 2013).

The existence of the so-called "bamboo tree network," which they adopted from the mythology surrounding the bamboo tree, is the secret to the Chinese people's strength and success in the business world. Chinese bamboo trees are grown in the forest or planted by Chinese, a weird but true story that serves as an example of how to build a strong and successful business so that the business can be passed down to the descendant

Chinese bamboo trees are planted in the courtyard as decorations, fences, or anything else once the area has been fertilised and watered. The Chinese bamboo trees might take up to four years to flourish. Four years later, the Chinese bamboo tree still doesn't appear to be growing any new trees. All that is visible is a little sapling. But as they grow invisibly in the earth, the roots form a network that forms a solid, Chinese bamboo didn't come to outperform other competitors who used to rise promptly until five years had passed. The Chinese bamboo trees continue to grow high throughout the dry season when other trees begin to suffer from a lack of water because of their firmly established roots. One of the fastest-growing tree species worldwide is the Chinese bamboo tree. The Chinese bamboo trees consequently continue to rise over other trees.

Chinese entrepreneurs learn from the tale of this Chinese bamboo tree that it is crucial to first establish a strong network, even if this takes time or doesn't produce results right away. They hold the belief that once this network has grown stronger, the results of a successful business will be realised.



In fact, this network is practiced in the halls and business associations of the Chinese entrepreneurs. In other words, the Chinese have a level of unity and close cooperation among their entrepreneurs to the point of controlling the economy in Malaysia, even in all parts of the world.

Chinese entrepreneurs are aware that they find it difficult to get help or support from the government which through its agencies constantly providing support and assisting Malay/Bumiputera entrepreneurs, hence they attach great importance to the 'bamboo tree network' that has been practiced among Chinese entrepreneurs over the years in our country.

In the bamboo networking system, leadership is transferred from one generation to the following. For instance, Robert Kuok officially left his family's business, the Kuok Group, in 1993. In accordance with the traditional Chinese practice, he divided the firm between his two sons, giving the younger son management of Hong Kong and Singapore and the older son control of Malaysia. Even though he retired, Mr. Kuok continues to make key decisions for the Kuok Group in accordance with Chinese business tradition. By trusting their relatives and friends to protect their assets and legacy, the family tradition will be preserved.

Chinese business structures are informal and even flexible. The conversation sounded more like one between close friends and family. The fraternity, whether it exists within the clan or the village, provides the framework for mutual confidence necessary for network business, even when it is carried out afar. Most businesses that have been handed down from one generation are run by relatives or descendants.

The internal network of Chinese retailers is highly strong. Because of its resilience and authenticity, a robust network on the Chinese retail base is exceptionally difficult to damage. Additionally, they seldom ever possess the mindset to undermine others. The concept of symbiosis, in which each trader perfectly complements the others, is more prevalent in Chinese business. Chinese people enjoy sharing, are not materialistic, and "eat together." The Chinese frequently assist and pick up things from other business partners if the customer's specified goods are not available or out of stock.

Finally, it is important to consider the ethics and values employed by Chinese businesses like "bamboo tree network". We shouldn't, however, disregard how Islam views business because undoubtedly blessings in a business are more important and it is part of worship. Islam strongly urges its followers to start their own businesses so that they might better the world and build their own economies.

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