









Eradicating B40 Poverty Through Entrepreneurship: The integration of 3B model

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Abstract: Forty per cent of Malaysian are B40 and 44% women. In SDG 1 and 5, to combat female poverty is via entrepreneurship. Through the current National Entrepreneurship Policy, Ministry of Entrepreneur and Cooperatives Development allocated more than RM 2.7 billion to focus on women entrepreneurship, especially in SMEs which face high failure rate. For the betterment of the B40 community in the country, the Government of Malaysia aims to double the B40 household incomes by Year 2020 through entrepreneurship programs. Recent statement by United Nation (UN) revealed that Malaysia's poverty grossly underreported, actual number between 15 to 20 percent. This explains the relevance of Malaysia's national poverty line is not consistent with current cost of living or household income. In addition to that, Kedah is remained to be second poorer states after Kelantan with median income for B40 is RM3,811 and unemployment rate increased to be at 2.9 percent. This study aims to explore and investigate the determinant factors of entrepreneurial readiness and business realization among B40 group at Suka Menanti Kedah through the integration of 3B model to explain in depth phenomenon faced by B40 group of entrepreneurs and potential entrepreneurs in Kedah. The first B model is Biz@Dun, a quadruplex helix collaboration framework, the second B model represent Business Training of Poverty eradication (BToP) and third B model represent Business Realization (BReal) Model. The study population consist of 43 participants from B40 group who received entrepreneurial trainings from Biz@ Suka Menanti program. This model can be commercialized through the module trainings (BToP) to increase the business realization rate especially among B40 groups. The model has sent to be registered for a copyright and the findings of the work has been published through journals and articles in Government and University news.

Keywords: Entrepreneurial Training; B40 Entrepreneurs; Government Assistance.



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1. INTRODUCTION

Small, Medium Enterprises (SMEs) in Malaysia accounted for 98.5% of total establishments employing 68.73% of the total workforce in February 2020 and contributing 38.3% to the country's GDP (National SME Development Corporation (NSDC), 2019; Department of Statistics, 2020). SMEs in Malaysia consisted of 76.5 % micro enterprises, 21.2% small enterprises and 2.3 % medium enterprises (SMEECorp, 2020). Majority of SMEs involved in service sector at 89.2%. In the service sector, SMEs are mainly in the distributive trade sub sector (wholesale and retail trade services), including repair of motor vehicles and motorcycles, followed by food and beverages services and transportation and storages services. However, only 20.6 % of SMEs owned by women entrepreneurs.

However, the survival of SMEs affecting the GDP growth as the pandemic Covid-19 outbreak has significantly threatening SMEs, especially microbusiness. Recognizing the contributions of SMEs to the Malaysian economies, and with the intention to promote their performance, the Malaysia government is amongst the few economies in the Asian region where finance and physical infrastructure to support entrepreneurship is widely available (Musa et al., 2017) including both non-financial and financial supports that involved a large amount of budget allocation year in, year out. However, the contribution of SMEs to the nation's GDP has not increased very much, levelling at 32% level in 2010 to 38.3% in 2019 (NSDC, 2019).

Despite such positive factors, these statistics explained a relatively high rate of failure among Malaysian SMEs. Most of the researchers agreed SMEs were unable to sustain their businesses with significant failures of almost 50% within the first five years of establishments and two-third failing within the first ten years of establishments (De Geest, Follmer, Walter & O'Boyle, 2015; Abdullah, et al., 2016). In Malaysia, the estimated failure rate for SMEs is 60 % (Abdullah, et al., 2016) and consider high among Bumiputera where the majority are Malay (Musa, Hashim, Rashid & Naseruddin, 2017; Harun & Ibrahim, 2016). In the previous year, during the launching of the entrepreneurship challenge, AmBank's Managing Director said that almost 80% of SMEs do not survive the first three years (Bernama, 2017).

In addition, Malaysian entrepreneurs also recorded the lowest TEA rate in the region. The SME annual report revealed that the percentage of individuals who are in the process of starting or are already running new businesses in Malaysia (TEA) was at 2.9% in 2015, as compared to 6.6% in 2013 and 5.9% in 2014 respectively. This trend demonstrates that fewer people are pursuing entrepreneurial opportunities and innovative initiatives (SME Annual Report, 2016). While a recent report from Global Entrepreneurship Monitor (GEM) also highlighted that the value score for the entrepreneurial intention for Malaysia is low and ranked at 24th place from 54 country and fear of failure in doing business were at 11th place with 45 per cent of value score (GEM annual report, 2018). These indicated that there are low uptakes in venturing new business among Malaysian, especially from B40 group.

The issues related to the low performance of B40 women in micro enterprises are often discussed and debated by academics and policymakers in the country. Billions of ringgits have been spent for years on various training, coaching, and financing initiatives. A total of 700,000 entrepreneurs has been trained and developed. A total of 182,400 B40 households had received financial support. With such a huge investment, the impacts of training and development are still low (Musa et al., 2017). The successful rate is still below par with what had been spent. One of the reasons is the training, coaching, and business development is short term, and the planning lacks the longitudinal approach.

As women comprise approximately half of the population and 1.7 percent of the population are single mothers (Mahat, et al.,2019), their social position greatly affects the countries. At the same time, the role of women entrepreneurs has increasingly noticed in today's global business. According to the Global Entrepreneurship Monitor (GEM), 126 million women are starting or running new businesses in 67 economies around the world, and an estimated 98 million were running established businesses. Many women entrepreneurs have not only created jobs for themselves and their co-founders, but they also employed others (Rashid, 2017). This situation indicates that the role of women entrepreneurs in the global economy is significantly increasing. One of the essential factors in the global marketplace is the aggressive growth in the number of women entrepreneurs. However, the support and strategies directed to them do no match their efforts. Therefore, the recognition of their economic contribution, particularly in developing countries, is an issue to be deliberated. Government intervention also needs to look into ensuring and strengthening women entrepreneurs' safety and security, promoting their leadership and participation in decision- making concerning investments and business ventures, assisting in accelerating their economic empowerment, and providing fund and training for knowledge and skills advancement for their businesses to grow, sustain and become global players.

A weakening global economy which worsens by the Pandemic of COVID-19, tumbling currency has exacerbated the rising cost of living, which is bound to be the most significant concern among Malaysians. In contrast, entrepreneurship is one of the measures embraced by the government to reduce mass poverty among the B40 group and unemployment in the country. Through the current National Entrepreneurship Policy, it aims to rationalize and refocus all functions and roles of entrepreneur development programs to support the nation's economic agenda and create a conducive and integrated entrepreneurship ecosystem (Ministry of Entrepreneur Development, 2019). Rather than focusing on entrepreneurship development, itself, the low survival rates of SMEs and low uptakes of creating new business among the B40 group become a significant concern (Musa, et al., 2017).

2. METHOD & MATERIAL

In combating the poverty rate in Malaysia especially in Kedah and Kelantan states, we used an integrated approach of 3B model. The first B model represent BiZ@Dun method was aimed to provide a comprehensive method in guiding B40 exit from poverty through entrepreneurship using government intervention. BiZ @ Dun method includes the element of quadruplex helix collaboration. This distinctive method was stance through the collaboration between state government, university and academia, industry and community itself (see figure 1). The collaboration method was executed through the second B model BEP (Business to Eradicate Poverty) by articulating a comprehensive entrepreneurship training for community of B40 in Malaysia. BiZ @ Dun comprised with four phases of training.

Phase 1 includes the selection of participants through motivational talks, psychometric test, and interview to look at their interest, commitment and planning in doing business. Phase 2 is the execution of Second B model of BEP which provides comprehensive training module includes 1) ice breaking session, 2) entrepreneur's competency, creativity, opportunity and innovation in business, 3) business model canvas, 4) the creation of business entity, 5) business plan, and 6) e-commerce. In the phase 2, the engagement between academia, student university, industry which is young entrepreneurs and other NGOs were emphasized throughout these six modules. After receiving comprehensive training,

participants were engaged with academia for mentoring and coaching in Phase 3. The phase 3 also is a process of transfer knowledge from academia to B40 entrepreneurs. Through mentor (academia) visits, group discussions and WhatsApp group discussions, this method increased entrepreneur’s motivation in doing business.

The structured method of entrepreneurial trainings among B40 entrepreneurs were illustrated in Figure 2. This comprehensive training method were used to educate B40 entrepreneurs in their business. The initiatives taken by the state government in providing funding to B40 entrepreneurs through collaboration of academia and industry is effective in helping B40 community. Hence this method is the best method in eradicating poverty of B40 community through entrepreneurship. Phase 4 is the presentation from B40 entrepreneurs after 6 months receiving the trainings. Final phase is final visit from mentors to evaluate and to ensure B40 entrepreneurs utilized the business aids given. In this Phase, the last B model of Business Realization (BReal) model was tested through quantitative study.

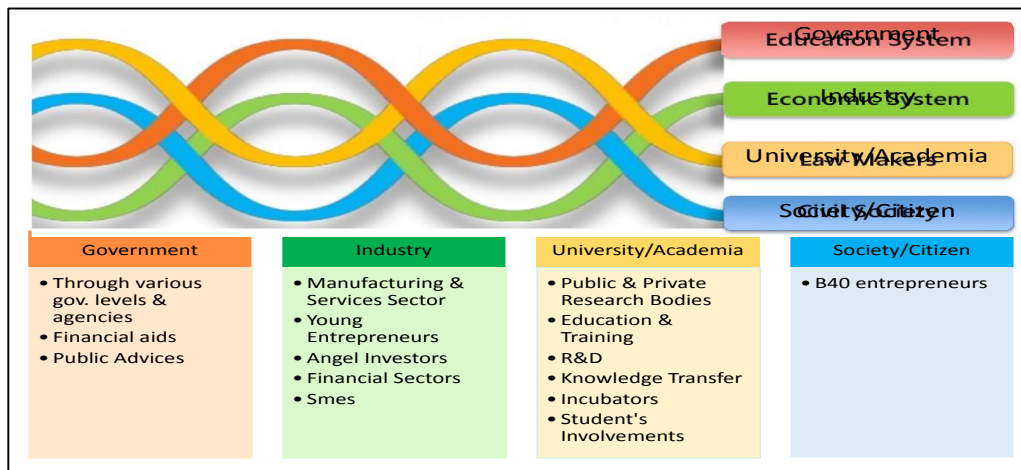


Figure 1: Biz@Dun: Quadruplex Helix Collaboration Model

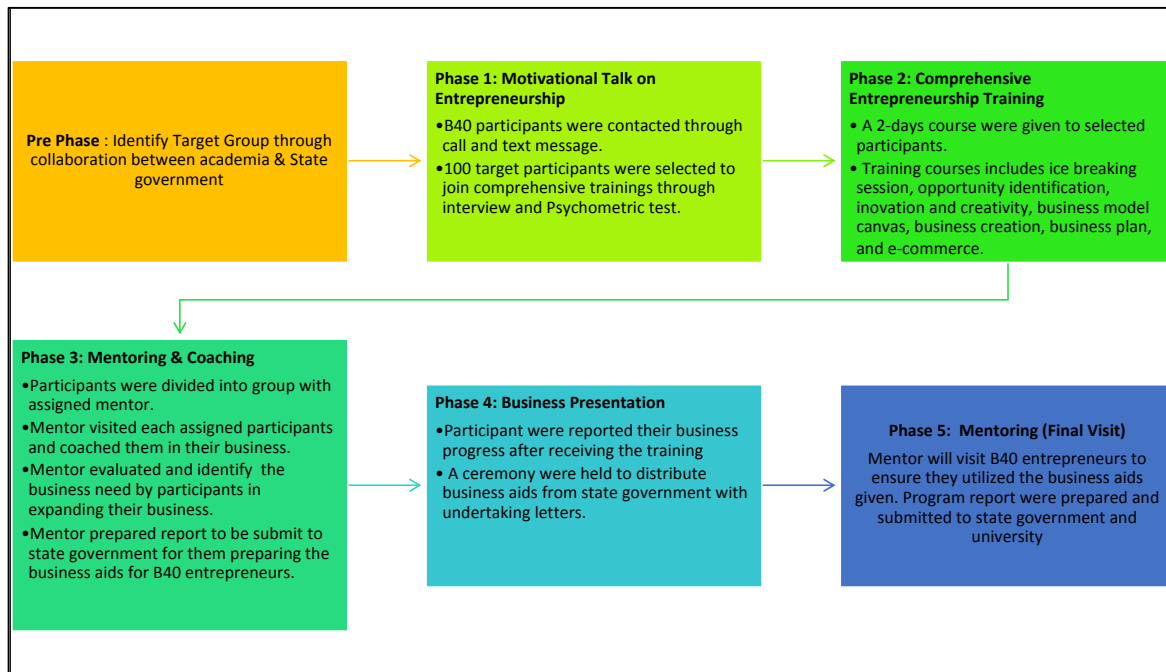


Figure 2: Business Training of Poverty Eradication (BToP) Model

BReal model was specifically designed to identify factors contributed b40 's entrepreneurial readiness in their business realization. This model emphasized the motivation factor, resources, entrepreneur's ability and opportunity recognition to measure their readiness in venturing the business. The intervention of entrepreneurial trainings will influence b40 entrepreneurs in the business realization. Business realization was introduced from the goal realization concept where the attainment intention previously chosen by the decision maker. While entrepreneurial readiness can be defined as the confluence of a set of personal traits that differentiates individuals with readiness for entrepreneurship. Motivation is a need or desire that energizes behaviour and directs it towards a goal (Vallerand, 2004). Opportunity identification can be seen as the cognitive process through which youth perceived opportunity have been recognised. It is one step to identify opportunity, it is another to evaluate and develop it into a new business. A resource is a source or supply from which benefit (output) is produced. Entrepreneurial resources on the other hand are defined as "the propensity of an individual to behave creatively, act with foresight, use intuition, and be alert to new opportunities". Entrepreneurial ability can be defined as the ability to sense, select, shape and synchronize internal and external conditions for the exploration (recognition, discovery and creation) and exploitation of opportunities. While entrepreneurship training has been used as one of the driving forces to improve entrepreneurial capabilities. This model benefited the community through the exposure to b40 groups in venturing small business to support their daily expenditures through the intensive entrepreneurial trainings. Through the research and training programs also, it used to guide the b40 group to be independent entrepreneurs. This model also is created to expand the boundary of the current literature and entrepreneurial training model. The applicable of the model through research programs and trainings for b40 group also is for the betterment of the b40 community in the country. Hence the finding of the study supported the new national entrepreneurship policy where the government of Malaysia aims to double the b40 household incomes by year 2020 through entrepreneurship programs.

Figure 3: Business Realization (BReal) Model

3. FINDINGS

3.1 *Descriptive Analysis*

A collaborative project using the integration of Entrepreneurial 3B model at Suka Menanti, Kedah has been carried out. The project aimed to increase the number of new entrepreneurs among B40 group at Dun Suka Menanti and reduce the poverty rate among them. After six phases of training, coaching and mentoring by trainers from Universiti Utara Malaysia, a mixed-method study was carry out to measure the effectiveness of the program. In a quantitative phase, using BReal model, Out of the 100 sets of questionnaires distributed, only 43 respondents replied, giving a response rate of 43%. There are no unanswered questionnaires as participants were guided with facilitator's while filling in the questionnaires. Hence, no data are detected as missing. All questions are completely answered by the respondents. Next, identification of outliers (univariate and multivariate) are performed using the same software. There are no outliers' cases reported. Therefore, the remaining 43 case respondents are carried forward to the next analysis stages.

Descriptive information analysis postulates the respondent of program was dominated by female compared to male. From 43 respondents, 23 of them were between 20-40 years of age, 41-50 years (11 respondents) and 9 respondents were above 51 years old. Majority of the respondents were Malays (97.7 per cent), only one of which was identified as the Indian. 32 respondents were married at 74.4 per cent while 4 respondents were still single, and 7 respondents were the widow or divorcee. The majority of the respondents had a relatively low level of education, 3 respondents had a qualification level of PMR and 16 respondents with SPM, and 10 respondents with certificate which made a majority of 67.5 per cent. In different descriptive analysis, the form of min and standard deviation has been made to the entire variables. To facilitate the interpretation of Likert scale, this study has been classified into three categories, which is low, medium, and high. The scored value which is less than two is considered low, while the value of more

than four is regarded as high and the value that is low and high is considered as modest (Sassenberg, Matschke, & Scholl, 2011). Table 1 demonstrate a descriptive finding of variables for this study.

Table 1: Descriptive variable statistics

Variables	N	Minimum	Maximum	Mean	Standard deviation
Business Realization	43	2	5	4.39	.658
Entrepreneurial readiness	43	1	5	1.99	.814
Motivation	43	3	5	4.74	.413
Resources	43	3	5	4.49	.589
Opportunity	43	1	5	3.23	1.527
Training	43	1	5	2.55	1.474
Government Support	43	3	5	4.55	.512

The finding of the majority of variables has a mean value of more than 4. The findings for the motivational variables have the highest mean value in 4.74 followed by government support variable at 4.55, resources at 4.49 and business realization at a mean value of 4.39. entrepreneurial readiness has the lowest mean value at 1.99. While another two variables have a modest mean value of training in 2.55 followed by a mean-value opportunity of the mean value of 3.23.

3.2 *Measurement Model*

The measurement model analysis is performed using PLS-SEM algorithm function in SmartPLS 3.2.7 software (Ringle, Wende, & Becker, 2015) to assess reliability and validity of the constructs in the business realization model. Measurement model analysis includes the assessment of; i) composite reliability (CR) to indicate internal consistency, ii) outer loadings to specify individual indicator reliability, iii) average variance extracted (AVE) to accomplish convergent validity, and iv) discriminant validity through Fornell Lacker ratio. Figure 4 illustrates the model and the results are displayed in Table 2 and Table 3.

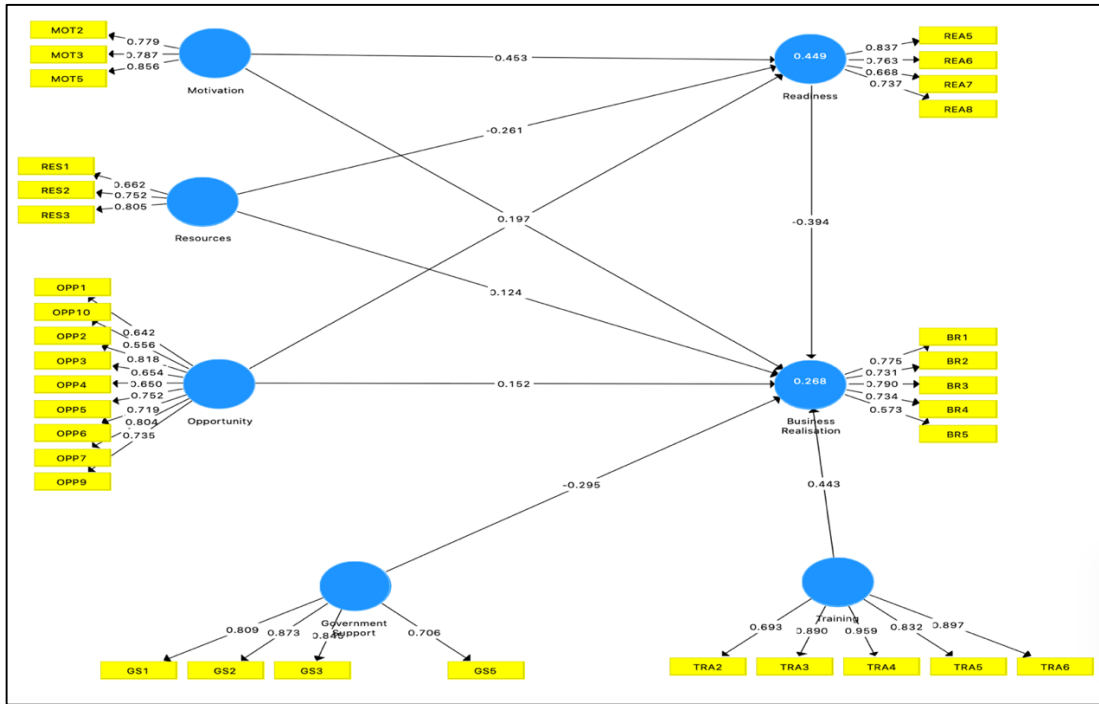


Figure 4: Measurement Model of Business Realization (BReal).

The results in Table 2 shows that all constructs have passed the internal consistency reliability (i.e. CR more than 0.708) and convergent validity (i.e. AVE more than 0.5) tests (Fornell & Larcker, 1981; Gefen, Straub, & Boudreau, 2000; Hair Jr, Hult, Ringle, & Sarstedt, 2014). Although outer loadings of some items (i.e. BR4, BR5, REA7, OPP1, OPP3, OPP4, MOT2, RES1, TRA2 and GS5) are below than the benchmarking value (i.e. 0.708 according to Hair Jr et al. (2014)), the values are still acceptable since this study is regarded as an exploratory research. In an exploratory research, the minimum acceptable outer loading value for its measurement item is 0.60 (Hair Jr et al., 2014).

Table 2: Results of measurement model analysis

Constructs	Items	Loadings	CR	AVE	Convergent Validity (AVE > 0.5)	Deleted Items
Business Realization	BR1	0.780	0.850	0.532	YES	
	BR2	0.746				
	BR3	0.787				
	BR4	0.690				
	BR5	0.634				
Entrepreneurial Readiness	REA5	0.837	0.839	0.568	YES	REA1, REA2, REA3, REA4
	REA6	0.763				
	REA7	0.667				
	REA8	0.738				
Motivation	MOT2	0.653	0.849	0.643	YES	
	MOT3	0.724				

	MOT5	0.859				MOT1, MOT4
Resources	RES1	0.675				
	RES2	0.751	0.786	0.551	YES	RES4, RES5
	RES3	0.796				
Opportunity Recognition	OPP1	0.640				
	OPP2	0.818				
	OPP3	0.651				
	OPP4	0.648	0.899	0.529	YES	
	OPP5	0.751				
	OPP6	0.719				
	OPP7	0.806				OPP8, OPP10
	OPP9	0.736				
Training	TRA2	0.688				
	TRA3	0.891				TRA1
	TRA4	0.960	0.933	0.737	YES	
	TRA5	0.834				
	TRA6	0.896				
Government Support	GS1	0.819				
	GS2	0.869	0.882	0.653	YES	
	GS3	0.838				GS4, GS6
	GS5	0.695				

There were 13 items (REA1, REA2, REA3, REA4, MOT1, MOT4, RES4, RES5, OPP8, OPP10, TRA1, GS4, GS6) deleted because of weak loadings. Then, measurement model is further assessed by verifying the discriminant validity using fornell- larcker ratio (see Table 3).

Table 3: Fornel-Larcker Criterion

	BR	REA	MOT	RES	OPP	TRA	GS
Business Realization (BR)	0.729						
Entrepreneurial Readiness (REA)	-0.195	0.754					
Motivation (MOT)	-0.004	0.552	0.808				
Resources (RES)	0.199	-0.282	0.019	0.742			
Opportunity Recognition (OPP)	0.033	0.471	0.360	-0.108	0.728		
Training (TRA)	0.300	0.277	0.071	0.078	0.324	0.859	
Government Support (GS)	-0.089	0.166	0.269	0.240	0.393	0.260	0.808

Generally, the square root of each reflective construct’s AVE should be greater than its highest correlation with any other construct. The logic behind this method is based on the idea that a construct shares more variance with its associated indicators than with any other latent constructs of the model (Hair et al., 2014a). From the results, all square roots of AVE exceeded the off-diagonal elements in their corresponding row and column. Table 3.6 represent the square roots of the AVE and non-bolded values represent the inter-correlation value between constructs. Based on the results presented in Table 3.6, all square roots of AVEs (bolded) were larger than inter constructs correlations, indicating that the variance explained by the respective construct is larger than the measurement error variance (Fornell & Bookstein, 1982). Hence, this result confirmed that Fornell and Larcker’s criterion was met. Therefore, all the latent constructs of this study have their discriminant validity using both methods.

3.3 Structural Model

Subsequently, structural model analysis is performed to answer the third, fourth and fifth research question (RQ3, RQ4, RQ5). Using bootstrapping procedures with 5000 resamples (Hair Jr et al., 2014, 2017) in SmartPLS 3.2.7 software (Ringle et al., 2015), the empirical *t*-values (*t*-statistics) are computed. Structural model (i.e. path diagram) of business realization framework is illustrated in Figure 5.

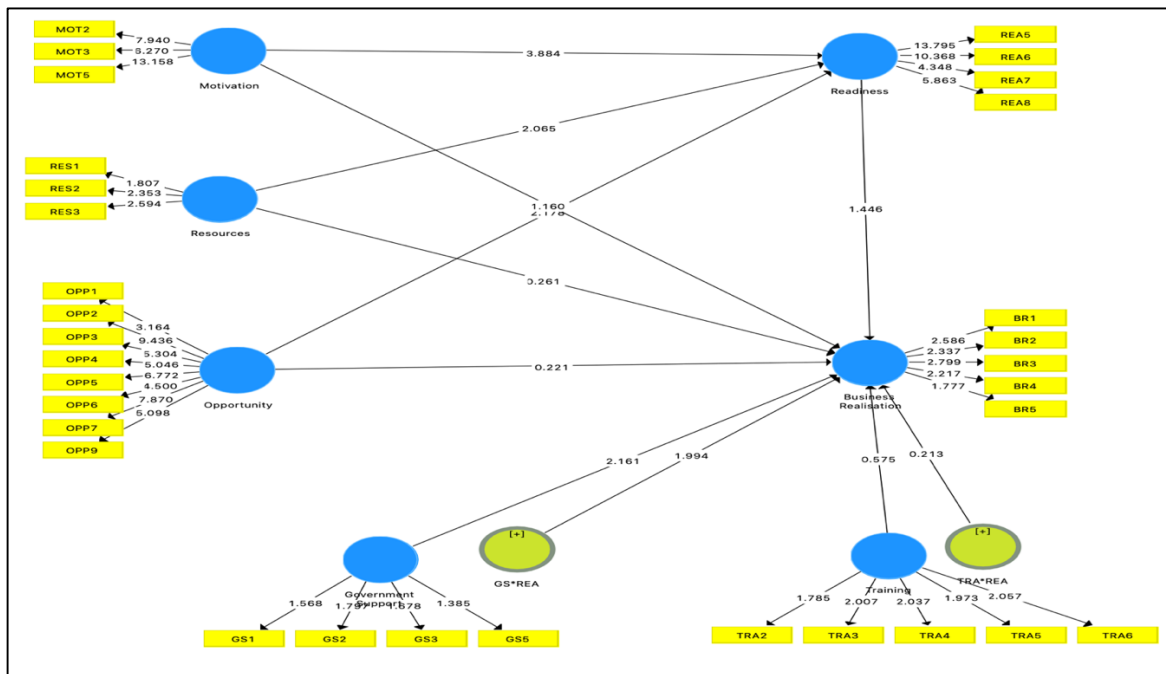


Figure 5: Structural Model of Business Realization (BReal)

Table 4: Result of Structural Model of Business Realization

Hypotheses		Beta	T Statistics	P Values	Decision
H1	Readiness -> Business Realization	-1.687	1.485	0.138	Rejected
H2	Motivation -> Business Realization	0.276	1.148	0.251	Rejected
H3	Resources -> Business Realization	0.062	0.266	0.790	Rejected
H4	Opportunity -> Business Realization	0.072	0.218	0.827	Rejected
H5	Motivation -> Readiness	0.456	3.742	0.000	Accepted
H6	Resources -> Readiness	-0.26	1.986	0.047	Accepted
H7	Opportunity -> Readiness	0.279	2.113	0.035	Accepted
H8	Motivation -> Readiness -> Business Realization	-0.77	1.367	0.172	Rejected
H9	Resources -> Readiness -> Business Realization	0.439	1.307	0.191	Rejected
H10	Opportunity -> Readiness -> Business Realization	-0.471	1.309	0.191	Rejected
H11	GS*REA -> Business Realization	0.398	2.031	0.042	Accepted
H12	TRA*REA -> Business Realization	-0.069	0.215	0.830	Rejected

In this research, seven direct hypotheses were developed. Three of the hypotheses are the direct relationship between independent variables towards entrepreneur's readiness while the other four relationships are between independent variables, entrepreneur's readiness and business realization. The other three hypotheses are the mediating relationships and the other two are the moderating relationships. The analysis indicated three significant direct relationship (H5, H6, H7) and one significant moderating relationship. The result is as tabulated in Table 3.7 above. Findings revealed all three independent variables were significant with entrepreneurial readiness. Motivation was positively significant with entrepreneurial readiness at ($\beta = 0.456$, $t = 3.742$, $p < 0.00$). Meanwhile, resource was found negatively significant with entrepreneurial readiness at ($\beta = -0.260$, $t = 1.986$, $p < 0.05$). Opportunity was positively significant with entrepreneurial readiness at ($\beta = 0.279$, $t = 2.113$, $p < 0.05$). Entrepreneurial readiness did not work as mediator, however, only government assistance (H11) was found significant as moderator in entrepreneurial readiness and business realization relationship. Government assistance moderate the relationship between entrepreneurial readiness and business realization relationship at ($\beta = 0.398$, $t = 2.031$, $p < 0.05$).

3.4 Interviews

This section presents qualitative analyses and findings based on several interview sessions with selected participants. The qualitative data gather for this study is intended to confirm, explain and triangulate the quantitative results. This section begins with disclosing profile of informants, follows by coding the interview responses and ends with classifying coded responses into several themes. An interview with YB Hj Zamri Yusuf was held before the program were take-off to identify the needs of program concept which can be delivered to participants. According to YB Hj Zamri, Dun Suka menanti people were comprised about nearly half of B40 income earners. Entrepreneurship is another way for B40 community at Suka Menanti can improved their income and exit from poverty. However, there is a need a program encouraged them to participate in involved in business. Government able to provide a good infrastructure for new entrepreneurs, however the rate of new business from B40 community is remain low. The motivation, resources, opportunity, and their readiness are among the main issues lingering to the low uptakes of new business creation. Hence, interviewed from five (5) informants selected from participant who joined all phases in Biz @ Suka Menanti program.

From 5 (informants) participants, only 2 participants do not involve in business or have any business experience at all, while the other 3 participants do have a small-scale business but consider as a new start-up and not growing. Hence, all participants were qualified to provide the information needed regarding their entrepreneurial readiness and business realization. All five participants were involved in three phases of trainings. The first phase of training is a motivational program which exposed participants to the success story of entrepreneurs from B40 background, the motivational talks on the values, traits, and method to be an entrepreneur. The second phase was an intensive training involved competencies, creativity, innovation, business model canvas, business plan and e-commerce module. While the last phase is the mentoring and coaching to start a real business.

Participants were asked whether they interested to start the business and who encouraged them to start a business. In addition, participants also were asked about their challenges that they faced and hinder them to start a business. Participants also were asked with what motivate them to start a business, what kind of opportunities that they perceived when they involved in business and also the resources that they have. From the interviews, the finding as follows;

1. All participants at Biz @ Suka Menanti program have high interest in start a business. This have been proved by most of them already start a business while their participation in the program also were contributed to their passion to start a business as the program is not a compulsory program.

Respondent C : I'm looking forward to participating this kind of program before I start my business.

Respondent E: I'm here because I do not have any ideas how to start my business. I have passion but I don't know how.

Respondent A: This program will help me to boost up my business. Thank you inviting me to be here.

2. From interview, start-up capital is the most obstacles for them to start a business. Apart from that, location to sell the product, afraid of not getting customers and high competition within the same industry. Other opinion also highlighted internal family problem lead them to not proceed with the business.

Respondent A: I don't have enough saving to expand my business.

Respondent E: My family asked me to find permanent job because doing business is too risky.

Respondent B: I can borrow from my family, but in a small amount. So, money is my main concern.

Respondent C: I want to sell nasi lemak, but there are too many stalls selling nasi lemak. I am afraid my nasi lemak is not selling. Besides, I do not have enough capital to rent a stall to start my nasi lemak business.

3. Despites the challenges they faced, there are few reasons why they want to involve in business. Majority of them agreed that business is a way to improve their household income. They also shared their opportunities and resources they have.

Respondent D: I work as part time cleaner at Hospital. I start selling nasi kerabu to the hospital staff to help my husband and family. I hope I can focus selling nasi kerabu and increase my household income.

Respondent C: I want to help my husband. I know my nasi lemak is scrumptious.

Respondent A: I resign from my previous work and start selling my chocolate from my house because I need to take care of my old mother n my sick brother. Selling chocolate is another way for me to support hospital bills. I got high demand for chocolate; however, I do not have capacity to fulfill the order.

Respondent E: My friend had taste my nasi lemak and asked to sell near to her office. However, I have limited resources in term of financial and tools.

3.5 Observation

In the phase 2, participants were engaged with intensive entrepreneurial trainings. About 43 participants who joined phase 2. After the entrepreneurial training's exposure by UUM trainers. ZFrom the observation in the phase 2 and 3, we highlighted several issues as follow;

1. The participants were highly motivated; however, the trainings do not influence them to start a business immediately.
2. They still considered to wait the government assistance as promised by the Adun Suka Menanti, YB Hj Zamri Yusuf before starting their business.

3. The creativity among participants is high, hence they perceived opportunity in creating their start-up business.
4. Although the trainings held is a success, however there are percentage of participants do not follow all the modules due to their circumstances.
5. We also found most of participant have difficulty making independent decisions since these decisions are affected by family and social structures. We also found that lack of resources tends to make women dependent on their husbands.

4. DISCUSSION

Qualitative findings revealed lack of resources especially in term of financial become the main problem, especially for the B40, is forking out enough money to begin operations to start a business. Other equally important reasons the low uptakes of business among B40 group in Kedah were education, training, access to markets, networks, confidence, risk taking, role model/mentor and experience. These findings are significant with the other studies. In Manjunatha (2013) study, he revealed that the participation of rural women in economic activities is really determined. Lack of facilities and limited job opportunities cause women entrepreneurs in rural regions to rent in small scale subsistence economic activities only. Economic analyses now perceive that low levels of education and training, poor health and nutritional status, and limited access to resources not only repress women's quality of life but limit productivity and hinder economic efficiency and growth.

From an individual-level perspective, studies have shown that social resources controlled by individuals (Driga et al. 2009; Estrin and Mickiewicz 2011; Maula et al. 2005) and personal willingness to be self-employed (Mitchell et al. 2000) are important determinants of new venture creation. Similarly, Busenitz and Lau (1996) and Mitchell et al. (2000) argue that the cognitive ability of individual entrepreneurs is an important resource that predicts venture creation. Additionally, studies have shown that personal willingness to be self-employed (Mitchell et al. 2000) are important determinants of new venture creation. Similarly, Busenitz and Lau (1996) and Mitchell et al. (2000) argue that the cognitive ability of individual entrepreneurs is an important resource that predicts venture creation.

However, descriptive findings revealed entrepreneurial readiness among B40 group at Suka Menanti scored lowest value at mean score 1.99. This value indicated that most of participants are not ready to start a business due to financial factor. Although there are few business activities from B40 group, but the visibility of business start-up is unknown. Access to capital is obviously one of the typical obstacles to the start-up of new businesses, not least in developing economies with weak credit and venture capital institutions. Several empirical studies have concluded that the lack of access to capital and credit schemes and the constraints of financial systems are regarded by potential entrepreneurs as main hindrances to business start-up and success in developing economies (Jamak, et al., 2013). From an individual-level perspective, studies have shown that social resources controlled by individuals (Driga et al. 2009; Estrin and Mickiewicz 2011; Maula et al. 2005) and personal willingness to be self-employed (Mitchell et al. 2000) are important determinants of new venture creation. Similarly, Busenitz and Lau (1996) and Mitchell et al. (2000) argue that the cognitive ability of individual entrepreneurs is an important resource that predicts venture creation.

Structural model analysis indicated only three direct hypotheses were accepted. Based on the existing literatures, past studies have discussed various variables in relation to entrepreneurial readiness towards entrepreneurial activities but the researchers' contributions towards B40 group still remain minimal. Various issues have been highlighted on the level of individuals' opportunity identification (Barringer and Ireland, 2015, Timmons, 1994), level of motivation (Choo and Wong, 2006,

McClelland, 1961), and resources utilisation (Mansor & Zahari, 2007; Mansor, Talib, & Shaikh Ali, 2008). Our findings consistent with the previous study which portray motivation, resources and opportunity influence entrepreneurial readiness among B40 group at Suka Menanti.

In this study, there is no mediator role entrepreneurial readiness between determinant factors and business realization among B40 entrepreneurs in Suka Menanti. This finding indicates most of the participant do not start their business after undergoing the trainings. From observations, we found out that they are not ready to start a business due to difficulty making independent decisions since these decisions are affected by family and social structures. We also found that lack of resources tends to make women dependent on their husbands. In addition, training program also do not influence them to start a business immediately as they did not get the financial aid from the government. This finding postulates their dependency on the financial aid from government is high.

The quantitative analysis of structural model also revealed only government support moderates the relationship between entrepreneurial readiness and business realization among B40 group at Suka Menanti. Government assistance programs was known as effective variable in helping entrepreneurs dealing with the business challenges especially for nascent and new firms. Government assistance programs are formed through the collaboration of government with non-profit organization (NGO) or other private institutions to assist the small business entrepreneurs especially those who are in nascent stage on their business development (Ahsan, Adomako & Mole, 2021). Finding from analysis also showed that Malaysian entrepreneurs especially start-up are proactive in finding business opportunities and resources. However, more proactive the ventures, the less dependency on the government. For B40 group, it is important for them to get the financial aid for their business start-up as the B40 group have low wealth and non-financial asset ownership, vulnerable to economic shocks and highly dependent on government assistance.

5. CONCLUSION

This study looks at exploitation and exploration of factors determining the entrepreneurial readiness and business realization among B40 group at Suka Menanti, Kedah. This research explains on the motivation, resources and opportunity as different types of entrepreneurial readiness has contributed to the understanding on the effects of these business realization either directly or indirectly through the moderating effect of training and government assistance. The core objective of conducting this study is to present outcomes which might be beneficial to and practical for B40 group. Most of the B40 group or start-up entrepreneurs face problems in production, marketing, and finance. Most of them are limited to production due to lack of capital resources as well as not adopting systematic financial management. The products and services offered have the potential to grow, however, if it is extended marketing, the potential entrepreneurs are unable to meet the impact production from the lack of resources faced. However, if the fixed capital and working capital is followed by guidance and training, the B40 entrepreneurs have the potential to exit the B40 group and subsequently contribute to decreasing rate of poverty level in Malaysia. The real truth is B40 groups entrepreneurs are less than having savings due to their lack of financial surplus. Consequently, the present study is also useful to the Malaysian government and its agencies (e.g., SME Corp.), business practitioners, as well as business and academic researchers in furthering our understanding on which factors that contributed to business realization of B40 group.

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