

**AN INITIAL STUDY OF DPMM'S PERFORMANCE  
IN PROMOTING MALAY ENTREPRENEURS**

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<b>TABLE OF CONTENT</b>	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>LIST OF TABLES</b>	<b>vii</b>
<b>LIST OF FIGURES</b>	<b>ix</b>
<b>ABSTRACT</b>	<b>x</b>
 <b>CHAPTERS</b>	
<b>CHAPTER-1 INTRODUCTION</b>	
1.1    Background of Company	2
1.1.1    Objectives	3
1.2    Background of Study	4
1.3    Problem Statement	4
1.4    Significance of Study	6
1.5    Research Objectives	7
1.6    Research Questions	7
1.7    Schematic Diagram	8
1.8    Scope of Study	9
1.9    Limitations of Study	9
1.10    Definition of Terms	9
 <b>CHAPTER 2-LITERATURE REVIEW</b>	
2.1    Entrepreneurship	12
2.1.1    The Entrepreneurial Personality	12
2.1.2    Five Core Elements of Entrepreneurship	13

2.1.3	Entrepreneurship Education and Training	14
2.1.4	Motivation	15
2.1.5	Culture	16
2.2	Trade Association	17
2.2.1	Promotional Activities	19
2.2.1.1	Meeting	19
2.2.1.2	Exhibition	21
2.2.1.3	Trade Show	22
2.2.1.4	Seminar	24
2.2.2	The Concept of Marketing Effectiveness	26
2.3	Perception of Customer	26
2.3.1	Narrowing the Expectation Gap	27

### **CHAPTER 3-RESEARCH METHODOLOGY**

3.1	Research Design	30
3.2	Population	30
3.3	Sampling	30
3.3.1	Sampling Frame	30
3.3.2	Sampling Size	31
3.3.3	Sampling Technique	31
3.4	Data Collection Method	31
3.4.1	Primary Data	31
3.4.1.1	Structured Questions	32
3.4.2	Secondary Data	32

## **ABSTRACT**

This study is to determine the promotional methods used by DPMM in promoting the interest of their members. The methods used consist of seminar, meeting, trade visit and exposition. In order to do this survey, 157 members of DPMM are selected to answer the questionnaires, but because of the lack of information and availability of time, only 36 have responded. The questionnaire constructed based on the effectiveness of promotional methods used and perception of customer towards the performance of DPMM. Data collected methods consist of primary and secondary sources.

To analyze the data collected, descriptive analysis and simple correlation coefficient were used. Overall, data processing and statistical analyzing were computed by using Statistical Package Social Science (SPSS). The findings indicate that the current promotional methods used by DPMM have helped to promote members' business activities. Besides that, the relationship between the methods used and the performance of DPMM can be identified. At the end of this study, the researcher had recommended some ideas, which can help DPMM in improving their role for the member.