



PROJEK PELAJAR

**“A STUDY ON BUMIPUTERA ENTREPRENEUR PARTICIPATIONS IN ONLINE
MARKETING AREA KOTA KINABALU”**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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Date : 30 December 2013

LETTER OF SUBMISSION



ABSTRACT

The primary objective of this study is to obtain the factors contribute to the Bumiputera entrepreneur participations in online Marketing. The study was conducted from currently news and data that gain from Bumiputera entrepreneur area Kota Kinabalu. It is give inspiration for researcher to obtain the data from lenses of Bumiputera entrepreneurs. For This purpose, 120 questionnaires were distributed, of which return in fully and very usable for data analysis. Survey results indicate that most of the Bumiputera entrepreneurs still not fully utilize online marketing as tools to deliver their products. This figure should enough for the Bumiputera entrepreneurs and other researcher to investigate and research deeply for future marketing plan. Taken action was very important to make Bumiputera entrepreneurs compete very well in market not only in Malaysia, but to the world that not have boundaries to deliver their product using online marketing.



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