



**THE DETERMINANTS OF WOMEN INVOLVEMENT IN
SARAWAK COOPERATIVE BUSINESS**

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**SUBMITTED FOR THE FULLFILMENT OF THE
REQUIREMENT FOR THE DEGREE BACHELOR OF
BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SARAWAK**

JUNE 2015

LETTER OF TRANSMITTAL

29th June, 2015

Dr. Jati Kasuma B. Ali

Project Advisor

Faculty of Business Management

Universiti Teknologi Mara (UiTM)

SARAWAK

Dear Sir,

**PROJECT PAPER (MKT669) – BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) MARKETING (BM240)**

Enclosed is a project paper entitled “The Determinants of Women Involvement in Sarawak Cooperative Business”. This paper attempts to reveal the relationship between determinants that is interest, life impulse, having necessary skills and environmental influence has towards women involvement in Sarawak cooperative business. This paper also discloses the solutions to the problems faced cooperatives in order to gain a comprehensive understanding of the women involvement in cooperative business. Thus, ability to capture the relationship between the variables will enable the cooperative members to understand their role better in the economic development. With the submission of this project paper, I do hope that it will meet the requirement for the completion of my bachelor degree course. I would like to express my heartfelt gratitude and appreciation for your advice and guidance rendered to me in completing this project paper.

Thank you.

Yours sincerely,



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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Cooperation means working together in an environment. It is human's nature to live, a philosophy in life, and has been the very basis of human civilization. The current cooperative organizations have deep historical roots in the development of the economy in this world. The importance of cooperatives as a mechanism for growth and development has been the emphasis of social philosophers and economists around the world (Othman & Kari, 2008). This is evidently clear as cooperatives today are found in nearly all countries from the developing nations of Asia, Africa and South America to the industrial countries of Europe and North America (Othman & Kari, 2008).

Cooperative is considered one of the community development tools. The involvement in business activities benefit the members as well as generate employment opportunities to members' families and local communities (Ahmad, Yaacob, & Ibrahim, 2013).

In order to increase the productivity level, the cooperative should take into consideration the entrepreneurship process within the cooperatives. The five main entrepreneurship processes are identifying opportunities, taking effort to reap the opportunities, carrying out necessary and appropriate activities, continuous improvement of management system and harvesting the outcomes (Ahmad et. al., 2013). Thus, it is very time costly for one to take an initiative to identify the productivity level of the cooperatives. The cooperatives should be innovative, able to take risk, able to reap opportunities and as competitive as their counter-part, business organizations (Ahmad et. al., 2013).

All cooperatives in Malaysia are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity (Othman & Kari, 2008). Following the statement of cooperative identity 1995, Malaysian co-operatives also observe the seven universally accepted principles which are, voluntary and open