



اَوْنِيُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا
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ARTICLE REVIEW

TITLE:

“FACTORS AFFECTING THE SUCCESS OF BUMIPUTERA ENTREPRENEURS IN SMALL AND MEDIUM ENTERPRISES (SMES) IN MALAYSIA”

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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I am extremely grateful to my parents for their love, prayers, caring, and sacrifices for educating and preparing me for my future. They are also an important inspiration for me. I will never forget those who helped me a lot in finish my task.

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1. INTRODUCTION

Hereby, I would like to make a review regarding on this article “Factors Affecting the Success of Bumiputera Entrepreneurs in Small and Medium Enterprises (SMEs) in Malaysia. I found that this article is good to review. As we know, entrepreneurs not only create a career for him/herself, but also creates jobs for others. Successful entrepreneurs able to increase per capita income of the local community and increase our national income.

There are some reasons why I choose this article to be reviewed. Firstly, to know what was the factors that can affect the bumiputera entrepreneurs’s success in small and medium enterprises (SMEs). Nowadays, this sector makes a big contribution to the national income. Therefore, government should focus on attracting the indigenous communities to participate in SME sector. Next, this article also gives us a discussion regarding on how to make people to contribute their self in this SME sector. Most people in Malaysia are afraid to start a business due to some problem. Besides, this article also tells us on what kind of problem that occurs to several unsuccessful bumiputera entrepreneurs.

Hence, the Malaysian should take the initiative to make changes and drastic transformation of all aspects, especially in terms of thinking and mentality to become entrepreneurs that can enhance the strength and stability of the economy for a healthy competition with other nations.

2. FINDING AND DISCUSSION

- PURPOSE

The overall purpose of this article is to mention that there are several factors that affecting the success of bumiputera entrepreneurs in small and medium enterprises (SMEs) in Malaysia. This article also stated that most of Bumiputera entrepreneurs failed in doing business due to some problem. In this article, it is stated that most of bumiputera entrepreneurs often said to be left behind in achieving success in the economic development. Other than that, this article wants to dedicate what was the definition of SMEs in Malaysia now.

- NEW IDEAS OR INFORMATION

Che Mohd Zulkifli Che Omar (2015), conducted a study about the factors affecting the success of bumiputera entrepreneurs in small and medium enterprises (SMEs) in Malaysia. Besides that, the authors explained the new SMEs definition in Malaysia now. According to the articles, SMEs can best be defined as for manufacturing, the firm's sale turnover must not exceed RM50 million or must have full time employees about 200 workers. And for services and other sectors, the firm's sale turnover must not exceed RM20 million or must have full time employees about 75 workers.

Other than that, there are several factors affected the success of bumiputera entrepreneurs in SMEs that have been highlighted in this article which are, weaknesses in management, failed in marketing, financial problem, difficulties in financial assistance, limited participation of bumiputera SME entrepreneurs in international markets, lack of skilled workers, problem to market the product, and shortage of raw materials.

It is interesting to discuss when the authors mentioned that difficulties in financial assistance was the one of factors that affect the success of bumiputera entrepreneurs in SMEs. This factor should be focused because most of bumiputera entrepreneurs are not having much capital to start their business. So, it is important for the parties who are involved to help this bumiputera entrepreneurs to get financial support. It is stated that most of the big issue was these financial agencies do not provide assistant