



**A STUDY ON THE WAYS TO ATTRACT ENTREPRENEURS TO JOIN
THE BAKERY COURSES PROVIDED BY SEDCOVEST HOLDINGS SDN
BHD**

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ABSTRACT

The purpose of this research is to find out how SEDCOVEST Holdings Sdn Bhd attracts entrepreneurs to join their bakery courses. SEDCOVEST Holdings provided courses in order to help entrepreneurs gained knowledge, skills, technique and experience in producing a high quality product especially in baking. These courses will help entrepreneurs in the bakery business whereby a certificate is awarded after the training. Thus there were 120 respondents selected by the researcher to be the sample size for this research.

Based on the findings of this research, the researcher found that there were many categories of respondents who filled up the questionnaire which included the gender, race, age, education level, occupation, and so on. There were many benefits or advantages rather than disadvantages obtained from this course such as a certificate, experience, reasonable fee, knowledge, skills and technique in baking. The respondents also gave suggestions and recommendations to SEDCOVEST Holdings on how to attract entrepreneurs in attending its courses in the future.

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