



**TIME MANAGEMENT AND BUSINESS PERFORMANCE AMONG  
BUMIPUTERA ENTREPRENEURS**

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## ABSTRACT

Commitment is about the state or quality of being dedicated to an activity. The study aimed to determine the level of commitment in time management among Bumiputera entrepreneurs. The specific objectives of this study are to determine the level of commitment in time management among Bumiputera entrepreneurs, to assess the relationship between commitment in time management and Bumiputera entrepreneurs' business performance and to recommend the strategy on how to improve business performance among Bumiputera entrepreneurs. There are some problems with some Bumiputera Entrepreneurs where they are not committed enough when doing business, especially in terms of time management. This study was conducted by using both qualitative and quantitative research method and the data collected was primarily from questionnaire. The questionnaire for this study was distributed to 100 respondents. Stratified random sampling technique was used in order to get the population from which the respondents were selected randomly. The study was conducted mainly in Kuching, Sarawak and some respondents were from Miri. The findings showed that in order to improve the business performance, Bumiputera Entrepreneurs need to put more commitment in time management. The result of this study had determined that managing personal obstacles is one of the most important factors, other factors include moral responsibility, motivation, culture and lifestyle. Therefore, this study suggests that, in order to improve the business performance among Bumiputera entrepreneurs, the organization should implement few of recommendations namely self-management; giving counseling and advise; emphasize on the importance of commitment; impose penalty; and giving reward. All these strategies will help to improve business performance among Bumiputera entrepreneurs.

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the study

The Sarawak Economic Development Corporation (SEDC) was established on 1st March 1972 as a state – owned statutory body with the general aim of promoting the commercial, industrial and socio-economic development of the State. One of their objectives is to undertake programmes and schemes to enhance the development of local entrepreneurs in commerce and industry, as a trust agency. (SEDC's website).

The establishment of Entrepreneur Development Division is aimed at achieving the noble objectives of Bumiputera Commercial and Industrial (BCIC) in developing more Bumiputera entrepreneurs in commerce and industry. One of the programs that they offer in order to develop the local entrepreneur is PUTERA program. A PUTERA program is to help the small local entrepreneur so that they can develop more in the future. Another program is Skim Niaga which is giving loan to the entrepreneurs so that they can develop further their business. (SEDC's website)

Time management is not only as knowledge to learn and understand, but it is also importance to be applied (Miqdadi, ALMomani, Mohammad, Masharqa & Elmousel, 2014). They also stated that, lack in time management would lead to problem of procrastination, disorganization, interruption and work load stress that finally could affect peoples' performance no matter in term of job or academic. According to Crossan, Cunha & Vera (2002), good time management is very crucial things to be emphasized in other to stay competitive such as in business.