

UNIVERSITI TEKNOLOGI MARA

TOWS ANALYSIS OF COOPERATIVE MEMBER
INVOLVEMENT IN INCOME GENERATING
ACTIVITIES IN KOPERASI INSTITUT KAJIAN
PEMBANGUNAN SABAH (KOPids)

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ABSTRACT

The purpose of this paper is to investigate the factors of cooperative member involvement in income generating activities in Koperasi Institut Kajian Pembangunan Sabah. An interview session was held with interviewing a focus group to determine factors that influence member to participate. The study used SWOT analysis to analyse the current situation of KOPids and using EFE and IFE Matrix Rating to evaluate the company situation and TWOS Strategies as a strategy tool. Results shows that that lack of information, weak leadership, lack of incentives and reward are among factors that led to low involvement of KOPids member in income generating. Based on literature review and strategies analysis, it is suggested that effective communication, strategic disseminate information, calibre leadership and provide reward and incentives are among strategies to overcome problems. The study provided a better understanding on member participation in cooperative.

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