



THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES FOR
BUMIPUTERA WOMEN ENTREPRENEURS IN KOTA BELUD

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ABSTRACT

This study analyzes the entrepreneurial environment in Kota Belud, one of small districts in Sabah. Researcher selects the title “THE EFFECTIVENESS PROMOTIONAL STRATEGIES FOR BUMIPUTERA WOMEN ENTREPRENEURS KOTA BELUD” because the district has the potential to produce more women entrepreneurs. Nonetheless, due to lack of promotional strategies and awareness, these women bumiputera entrepreneurs have no opportunity to grow as their businesses are mainly operated in Kota Belud.

The study revealed that the entrepreneurs are willing to expand their businesses if there are opportunities to do so, that is, by diversifying their products or services. The study also discovered that the promotional strategies are the missing link as some of the women bumiputera entrepreneurs are not using them to promote their businesses. However, they are now willing to use them as they are aware the importance and benefits of these tools.

It is hoped that the government, its agencies, the NGOs and women associations as well as the banks/financial institutions will come and help promoting these entrepreneurs to greater heights. Without their assistances, it is doubtful that the women entrepreneurs can grow or expand their businesses. Last but not least, the entrepreneurs should also equip themselves and be prepared to be exposed to outside world. They must be prepared to take bigger risk if they intend to improve their businesses.

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