



UNIVERSITI TEKNOLOGI MARA

APPLIED BUSINESS RESEARCH

***THE RELUCTANCY OF GIATMARA PERAK EX-TRAINEES IN
ENTREPRENEURSHIP***

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ABSTRACT

GIATMARA is one of the learning institutions under the Ministry of Entrepreneur and Cooperative Development (MeCD) which conduct skill training among the bumiputras. The MARA council which is an agency under the respective ministry has set up GIATMARA Centre in every parliamentary constituencies throughout the country.

The training programs conducted by GIATMARA are targeted to the youth and local community who lives around the centre. These programs are created based on modular training which is a hands-on and employable skills that are currently in demand and it is provided FREE OF CHARGE. The duration of the program varies between 6 to 12 months.

For the study purpose, the questionnaires have been distributed to eighty of GIATMARA Perak ex-trainees at random to obtain primary data. There are currently twenty three GIATMARA in Perak. From the eighty questionnaires distributed, only fifty were returned and the results are shown in forms of tablets and figures. All the data obtained in this study were gathered and analyzed using Statistical Package for Social Science (SPSS Version 12) and Microsoft Excel 2007.

The researcher has conclude that the ex-trainees of GIATMARA Perak do not involved in entrepreneurship mainly due to initial capital. We have given some of our recommendations to GIATMARA Perak Centre on how to encourage the ex-trainees to be an entrepreneur.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The first GIATMARA was set up in an abandoned premise of Pusat Latihan Belia in Jitra, Kedah and had their first intake in November 1996 with 93 pioneer trainees. In 1990, MARA council made a proposal to build a GIATMARA in every parliamentary constituency in the country.

GIATMARA are built to provide practical and theoretical training to both the urban and rural communities in various fields which suits to the local needs. This effort will enable the trainees to improve their living standard and create a business opportunities after completing their program in GIATMARA.

The setting up of GIATMARA as a training institution has shown the government's intention and effort to improve the social standing besides reducing the unemployment level and social ills among the bumiputras. It is also a concentrated effort to encourage more bumiputras to acquire the necessary skill training and later become an entrepreneur.