

UNIVERSITI TEKNOLOGI MARA

**FORMULATING A SOCIAL
ENTERPRISE BUSINESS MODEL
TOWARD ECONOMIC
ENHANCEMENT FOR THE
BOTTOM 40% (B40) COMMUNITY
IN JOHOR DARUL TAKZIM**

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ABSTRACT

This study facilitates social entrepreneurs who intend to improve the economy of the bottom 40% (B40) community and aims to formulate a social enterprise business model towards economic enhancement for the B40 community in Johor Darul Takzim. This study uses a qualitative research methodology based on the formulation of a new business model of social enterprise to improve the economy of B40 community, and its research design is basic qualitative study. Qualitative research also focuses on an in-depth understanding of a phenomenon. Informants are those who are assisted by the government or those who are helping B40 community to improve their economy. Ten interview questions, generated from the two research questions, were asked to nine participants. All problem statements, research questions, and objectives have been answered at the end of this study. This study focused on the southern state of Peninsular Malaysia, Johor Darul Takzim, one of the most developed states in Malaysia. It has received the highest foreign direct investment (FDI) since 2013. This vast investment obtained in Malaysia should be shared with the people of Johor Darul Takzim, especially B40 community. The researcher found that improving the economy of the B40 community requires the synergy of various parties, including the government, mentors, and volunteers. This study is unique because it focuses on improving the economy of B40 community by using social entrepreneurship as its medium. A new model called the Synergise Social Enterprise Business Model (S-SE Business Model) would benefit all social entrepreneurs as they help B40 community in the future. The new model is also used as a guide by government agencies, volunteers, and community leaders as they assist community members in the B40 community and those in need of assistance in economic improvement. It is in line with government policy that wants to increase the number of sustainable entrepreneurs.

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