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**A STUDY ON THE EFFECTIVENESS OF
SATU DAERAH SATU INDUSTRI (SDSI) SHOWCASE
TOWARDS SARAWAK ENTREPRENEURS**

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Abstract

This research study analyzes the effectiveness of entrepreneurship Showcase Satu Daerah Satu Industri (SDSI) held by Bumiputera Entrepreneur Development Unit (BEDU), Chief Minister's Office. Effective showcase will help entrepreneurs Promote their products and will increase their sales volume. Entrepreneurs performance that participated in the showcase are collected and gathered for analyzing. Ten (10) entrepreneurs with high sales volume are selected each year from all over Sarawak to participate in Showcase SDSI from the year of 2010 to 2012. Questionnaires were used and the sample was drawn down. The questionnaire was structured in four main sections namely: Demographic, Customer Response, Effectiveness and Challenges of Showcase SDSI towards Entrepreneur. A survey research design was utilized for the purpose of this study in order to assess the validity and reliability of the data. A qualitative research design was used for the purpose of this study, in a way to acquire the desired outcomes of the research.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

“Entrepreneur” defined by (Investopedia) is an individual who, rather than working as an employee, runs a small business and assumes all the risk and reward of a given business venture, idea, good or service offered for sale. The entrepreneur is commonly seen as a business leader and innovator of new ideas and business processes. Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to take good new ideas to market and make the right decisions to make the idea profitable. The reward for the risks taken is the potential economic profits that the entrepreneur could earn.

Entrepreneurship is the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace (BusinessDictionary.Com).

CHAPTER 2

LITERATURE REVIEW

2.0 Literature Review

“Entrepreneur” is defined by BusinessDictionary.com (1311) as someone who exercises initiative by organizing a venture to take benefit of an opportunity and as the decision maker whom decides on what, how, and how much of a good or service will be produced. An entrepreneur supplies risk capital as a risk taker, monitors and controls the business activities. The entrepreneur is usually a sole proprietor, a partner, or the one who owns the majority of shares in an incorporated venture.

Scholar Jay Maharjan defined Entrepreneurs are defying the logic and business rationale to make things happen individually. Gone are the days when you needed huge capital and veteran management teams to form companies and to wait for another several years to rake in the profit. Entrepreneurs must take the lead in conceptual economy. Corporate world usually takes the back seat when it comes to adapting new ventures and most likely will be the last group to realize and accept the arrival of this economy (Maharjan, 2008).

According to Austrian economist Joseph Alois Schumpeter (1883-1950), “Entrepreneurs” are not necessarily motivated by profit but regard it as a