



**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON CRITICAL SUCCESS FACTORS OF  
BUMIPUTERA ENTREPRENEURS IN TAWAU**

**MKT 660**

**MAZNAH ZAINUDDIN  
ID NO: 2000561026**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU CAMPUS, SABAH**

**APRIL 2009**

<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
<b>Declaration of Original Work</b>	<b>I</b>
<b>Letter of Submission</b>	<b>II</b>
<b>Acknowledgement</b>	<b>III</b>
<b>Liability Disclaimer</b>	<b>IV</b>
<b>List of Tables</b>	<b>V</b>
<b>List of Figures</b>	<b>V-VI</b>
<b>CHAPTER 1 INTRODUCTION</b>	
1.1 Introduction	1-2
1.2 Background of the Entrepreneurs' Business	2-4
1.3 Problem Statement	4
1.4 Objectives of Study	5
1.5 Scope of Study	5
1.6 Research Question	6
1.7 Significance of Study	6
1.8 Limitations of Study	7
1.9 Definition of Terms	8-9
<b>CHAPTER 2 LITERATURE REVIEW</b>	
2.0 Introduction	10-11
2.1 Characteristics of Entrepreneurs	11-12
2.2 Overview of Bumiputera Entrepreneurs' Business in Sabah	12-13
2.3 Overview of Business Activities in Tawau	13-16
2.4 The Existing Support Programmes For Bumiputera Entrepreneurs	16-17
2.5 Financial and Credit Assistance	17-18
2.6 Entrepreneurial and Managerial Training	19
2.7 Technical and Vocational Training	19
2.8 Extension and Advisory Services	20
2.9 Marketing and Marketing Research	20
2.10 Infrastructure and Facilities	21

## **CHAPTER 3 - RESEARCH METHODOLOGY**

3.1	Data Collection Techniques	22
3.1.1	Secondary Data	22
3.1.2	Primary Data	23
3.1.3	Questionnaires	23
3.1.4	Sampling Frame	23
3.1.5	Target Population	24
3.1.6	Sampling	24

## **CHAPTER 4 - ANALYSIS AND INTERPRETATION OF DATA** 25-56

## **CHAPTER 5 - CONCLUSION AND RECOMMENDATION**

5.1	Conclusion	57-59
5.2	Recommendation	60-65

## **REFERENCE/BIBLIOGRAPHY** 66-67

## **APPENDICES** 68-73

## **ACKNOWLEDGEMENT**

Alhamdulillah, Praise to Allah S.W.T who has given me the strength and good health to complete this research. This project paper is not just my achievement. In finishing this academic work I have been indebted to many around me.

First of all, I have to express my deep appreciation and special gratitude to my advisor, Mr. Sibley Hj. Dading who consistently provided me with support understanding and a strong leadership.

My acknowledgement also goes to my former lecturers, classmates, workmates and general public or any individuals who provided me with valuable advices, assistance and support for the completion of this project paper. Without these people, I doubt I could complete my dissertation on time.

Lastly, special thanks also to my family for their understanding and patient during the course of completing this research.

# CHAPTER ONE

## 1.1 INTRODUCTION

Traditionally, entrepreneurship refers to a solely self-funded business, but in today's environment with all the financial aid and facilities offered by the government, entrepreneurship has expanded into very diverse areas of society. The role of entrepreneurship and entrepreneurial culture in economic and social development has always been vital to the state and national economies.

The entrepreneur as defined by Schumpeter (1947) is the person who upsets the equilibrium in the market by introducing new products and services, new methods of production, new ways of marketing or new ways of organizing. The entrepreneur is also seen as one who makes new combination of the means of production.

In Malaysia, it is widely documented that the Bumiputera which refers to the indigenous people of Malaysia and include mainly Malays, Kadazans, Ibans and few (others) have been far behind in terms of their socio-economic fortunes and their participation in the business, trade and commercial activities as compared to Chinese and Indians.

The New Economic Policy (NEP) adopted in 1971 and covering the period of 1971-1990 has served as a cornerstone of Government development policy. Its main objectives are to achieve national unity, eradicate and to reduce ethnic and regional imbalances in