



**SARAWAK MALAY WOMEN ENTREPRENEUR'S EXPERIENCE IN A
MULTILAYERED CAKE BUSINESS: QUALITATIVE STUDY**

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ABSTRACT

Sarawak Malay women entrepreneur' have become very necessary players in the entrepreneurial field. These arise in Sarawak Malay women entrepreneurs specifically in cottage industries such as Multilayered Cakes. However, women entrepreneurs cannot free themselves from such obstacles. Hence, they become socially and financially independent by working or opening their own businesses for their benefit and wellbeing without real prospects for financial independence. This research aims are to examine the entrepreneurial motivations; challenges faced and the framework with regards to start-up motivation and challenges by Sarawak Malay women. These research using qualitative study to understand the challenges and the motivational factor. The finding shows that the motivations that influence Malay women within Kuching, Sarawak areas to start and grow their business are involve personal motivation and financial motivation. Thus, the various challenges they faced both personally and in business itself during the various stages of business development are credit or capital access, lack of business knowledge, employment, land or premise access, increasing in prices, taxes and tariffs, and lack of financial or operational management.

Keywords: *Sarawak women, entrepreneur, cottage industries, motivation, challenges.*

CHAPTER ONE

INTRODUCTION AND RESEARCH BACKGROUND

1.0 Introduction

Sarawak Malay women entrepreneurs have become very necessary players in the entrepreneurial field. Even though the number is still small, it shows that Sarawak Malay women no longer stick to previous stereotypes where women only stay home, cook and take care of their families. In fact, those women also can be income earners in the family. Sarawak Malay women can find success through their own business besides a lot of duties assigned to Sarawak Malay women including reproductive chores, such as childcare and doing house work. Although there have been challenges faced by them in the past, society has begun to accept that Sarawak Malay women entrepreneurs do contribute greatly to a country's economy. Furthermore, it is no longer strange to have business dealings with Sarawak Malay women.

There is a rising number of Sarawak Malay women entrepreneurs specifically in cottage industries such as multilayered cakes. A total of 90 Sarawak layered cake entrepreneurs are recorded under the Bumiputera Entrepreneur Development Unit, Department of Sarawak Chief Minister in 2009. Sarawak multilayered cake is a signature product as a souvenir to visitors who come to Sarawak. The demand for layered cake is high, especially during the festive Raya season. The layered cake industry in Sarawak is centered almost entirely in Kuching in response to the One District one Industry Program (Department of Agriculture, 2008).

The research targets Sarawak Malay women entrepreneurs in multilayered cakes industries in Sarawak. Thus, it is essential to research Sarawak Malay women entrepreneurs with consideration of their diverse background and diversity of experience. This research will not only enable an exploration of Sarawak Malay women entrepreneurship, but also provides an

CHAPTER TWO

LITERATURE REVIEW

2.0 Entrepreneur and Entrepreneurship

Essentially, a decisive factor in order for today's economy of knowledge to attain its competitive and dynamic factor is entrepreneurship. A major force for job creation and a vital determinant of economic growth in Malaysia also has been characterized as entrepreneurship. Rhouse (n.d) found that in 1996, almost 25 percent equivalent to 400 thousand of the total self-employed population in Malaysia was accounted being Malaysian entrepreneurs including sole proprietors and business partners. As a result, industrial, privatization and entrepreneurship was able to increase the number of women entrepreneurs in businesses successfully by several general plan by government of Malaysia that concerns on Maimunah (2001).

Therefore, Casson (1982) analyzed that the ability to take risks, innovativeness, knowledge of how the market functions, manufacturing know-how, marketing skills, business management skills and the ability to co-operate are the characteristics typical the successful entrepreneurs. Damodaran (2013) said that the first ever global platform would be a much needed shot in the arm to boost the local creativity and innovation spirit will be stand to benefit for Malaysian entrepreneurs.

2.1 Women Entrepreneurship in Malaysia

Participation of women in entrepreneurial activities in Malaysia is a way to supplement the family income following by the appearance of women as entrepreneurs that is in line with the Malaysian economic situation encouraging women to take their work seriously in business and industry.