



**"A STUDY ON THE EFFECTIVENESS OF THE "PROGRAM  
USAHAWAN MUDA" (PUM) AMONG SCHOOL STUDENT IN KOTA  
KINABALU. SABAH"**

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## CHAPTER 1: INTRODUCTION

### 1.1 Background of Company

Sedcovest Holding Sdn.Bhd is a wholly owned subsidiary company of SEDCO which was established in the early 1995. Its role is conduct, establishing policy and its base, also conducting socio-economical programmed (MPPB) which are related to the development of the Bumiputera entrepreneurs.

#### Vision.

The company that is responsible fully to enhance and conduct the development of the entrepreneurs within the state of Sabah.

#### Mission.

To create, develop, spreading and strengthens the participants of the bumiputera within the development of the state's economy.

#### The Quality Policy

Determined fully and well committed to become the most succeeded institution by giving excellent services toward the endless development of the entrepreneurships.

#### The company's objective.

1. To encourage more Bumiputera participants in wide majors such as the process of producing, services, tourisms and plantations.

2. To enhance the infrastructure development and its facilities by keep it balanced within all regions in Sabah as part of supporting its growth of economic activity conducted by the local Bumiputera.
3. Adding more exposure and information regarding towards the knowledge of entrepreneurship and its culture.
4. To ensure the succeeded Bumiputera entrepreneurs are within the line with the launching of the 'exit policy'.

## 1.2 Background of study.

Sedcovest holding sdn bhd have focus to 4 main specialties which were in proving infrastructure for businesses and industrial, entrepreneurs build up and provided fund programmed, entrepreneurs guide program and also the support programmed.

And I will focus on the entrepreneur guide programme which I will focus in Program Usahawan Muda(PUM) which one of the program that being provided in this specialty from 6 programme.

The aim of this study is to see the effectiveness of "Program Usahawan Muda"(PUM) among school student in area of Kota Kinabalu. Which we want to know whether the program have affected the student knowledge about entrepreneur.

PUM is stated on 1996 with 10 schools. Now there are 45 of schools that involoved in this program and the number of school that will involoved in this program will increase every years. And the perception of this