

**“A STUDY ON FACTORS INFLUENCED LOCAL ENTREPRENEUR TO
INVOLVED IN FRANCHISE”**

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
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“DECLARATION OF ORIGINAL WORK”

Submitted in Partial Fulfillment of the Requirement For The

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Hereby, declares that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.

- This project was prepared by me and investigation, except where otherwise stated, is my own work.

- All verbatim extracts from any source used by quotation marks and sources of my information have been specifically acknowledged.

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KOTA KINABALU

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Signature



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Table First of all, this project paper would not have been possible without the assistance, cooperation and contributions from many people who had generously assist me in every steps of this study until it finally reach to the completion stage. 38

Table 4 Working Experience 39

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Table 10 Respondents opinion on the problem in starting a 45

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Table 13 Respondent's working experience and the 51

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and why the respondent interested in franchise

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This study was conducted to identify the factors that influenced most of the local entrepreneur in joining the franchise business. The research design used is descriptive study and both primary and secondary data regarding the study were gathered. The target population in this study is the participant who involved in the program Franchise which was conducted by the agencies such as Sedcovest Holdings Sdn Bhd with few other agencies such as PNS. This research covered all the areas in Sabah but due to time constraints and lack number of respondent all the participant of the Seminar of franchise which were 30 respondents was chosen for this study

1.4 Objective of Study

1.5 Research Question

Finding and conclusion finally discussed where the findings of this study revealed that the factors that influenced most of the local entrepreneur in joining the franchise business comes from their knowledge in franchise and promising profitability when open a franchise business. Towards the end of this study, comprehensive recommendations to increase the effectiveness of this program were drawn.

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