



**Faculty of Administrative Science
& Policy Studies
Universiti Teknologi MARA**

Bachelor of Administrative Science

Title of Proposal

Navigating Entrepreneurial Hurdles:

A Deep Dive into Taman Sakma's Business Landscape

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Chapter 1: Introduction

1.1 Introduction

Our chosen topic for this research is the Navigating Entrepreneurial Hurdles: A Deep Dive into Taman Sukma's Business Landscape. The entrepreneurship industry is vibrant and always changing, providing people with many chances to invent, produce, and develop their entrepreneurial endeavours. Investigating the difficulties experienced by entrepreneurs as part of a senior project might offer insightful information on the difficulties of launching and running a successful firm. In this introduction, we will discuss the importance of researching entrepreneurial issues and how they relate to the capstone project. A lot of the time, entrepreneurship is romanticised and depicted as an adventurous path full of victories and accomplishments. Entrepreneurs do, in fact, face a lot of challenges and roadblocks along the way. For prospective business owners, being aware of these difficulties is essential since it allows them to plan ahead, create plans, and choose wisely in order to get through any obstacles said by Ferreira, N. M. (2022, July 27). The objective of our study is to delve into the multifaceted challenges faced by entrepreneurs across various stages of the entrepreneurial process. These challenges can be categorized into different dimensions, including financial, operational, marketing, human resources, legal, and strategic aspects.

By studying these challenges, the project aims to provide a comprehensive understanding of the entrepreneurial landscape and equip future entrepreneurs with the knowledge necessary to navigate the complexities of the business world. Through extensive research and analysis, this project will examine real-world case studies, academic literature, and expert opinions to identify and explore the most common and critical challenges faced by entrepreneurs. It will also investigate the impact of external factors such as economic conditions, market trends, technological advancements, and regulatory environments on entrepreneurial ventures. Additionally, this study will look for viable answers, tactics, and best practises that might assist businesses in overcoming these difficulties. The initiative seeks to offer useful advice and insights to reduce risks and increase the chance of entrepreneurial success by examining successful entrepreneurial endeavours and researching the methods used by seasoned entrepreneurs. The findings of this study will be useful for politicians, educators, and business professionals who are active in fostering and sustaining entrepreneurial ecosystems, as well as for aspiring entrepreneurs. In order to encourage entrepreneurship and promote economic growth, supporting legislation, educational efforts, and mentoring

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction

In this chapter, we will be reviewing and analyzing entrepreneurship today and the concept of it. This chapter will take you deeper into understanding the definition of entrepreneurs and the challenges faced by them. We will be reviewing the challenges from all around the world and narrow it to Kuching. This will help us to understand more about the world of entrepreneurship.

2.2 Entrepreneurship

Entrepreneurship is critical to Malaysia's economic development and innovation. Nevertheless, entrepreneurs encounter a variety of difficulties that might jeopardise their ability to succeed and the development of their businesses. This literature review attempts to investigate the significant entrepreneurial issues particular to Malaysia as reported in previous research. By evaluating these difficulties, we can acquire a better understanding of the challenges that Malaysian entrepreneurs confront and discover viable solutions.

Entrepreneurship can be defined as the act of creating and managing a business endeavour with the aim to gain benefit through taking various risks in the business world. Simply described, entrepreneurship is the desire to establish a new enterprise. Entrepreneurship has been critical to the economic growth of the world's expanding marketplace (Editorial Team, 2021). Meanwhile, an entrepreneur is an individual who starts a business organization with the intention to gain profit from it (Nicole Martins Ferreira, 2023). However, entering the world of the entrepreneurs is not as easy as it seem and it is the less traveled among the people all around the world. The reason is because it includes a greater failure rate, unstable finances, unidentified factors, and fierce rivalry among the entrepreneurs. And, contrary to popular belief, starting a successful firm is quite difficult (Ibrahim Hasan, 2022). Entrepreneurs are prone to mental disorders. One in every four entrepreneurs will suffer from a psychological disorder at some point in their lives. The most prevalent psychological conditions among entrepreneurs are anxiety and depression. Anxiety can appear in a variety of ways, including