UNIVERSITI PUTRA MALAYSIA

A STUDY ON DEVELOPING THE KADAZANDUSUN COMMERCIAL AND INDUSTRIAL COMMUNITY (KCIC) IN SABAH, MALAYSIA

GEOFFREY HARVEY TANAKINJAL

GSM 1999 40
A STUDY ON DEVELOPING THE KADAZANDUSUN COMMERCIAL AND INDUSTRIAL COMMUNITY (KCIC) IN SABAH, MALAYSIA

By

GEOFFREY HARVEY TANAKINJAL

Thesis Submitted in Fulfilment of the Requirements for the Degree of Master of Science in the Malaysian Graduate School of Management Universiti Putra Malaysia.

June 1999
Dedicated to my beloved family and the Kadazandusun community
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$R^2$  
AFTA  Asian Free Trade Area
BCIC  Bumiputera Commercial and Industrial Community
BPSM  Human Resource Development Bureau
BPU  Bumiputera Participation Unit
CDC  Community Development Corporation
CGC  Credit Guarantee Corporation
DRID  Department of Research and Industrial Development
EEI  External Environmental Influences
EFAS  External Factor Analysis Summary
F1  Form 1
FML  Federal Manufacturing License
HRDF  Human Resource Development Fund
IDS  Institute for Development Studies (Sabah)
IEI  Internal Environmental Influences
IFAS  Internal Factor Analysis Summary
ILPT  Institute for Technical and Commercial Training
INDEP  Institute for Indigenous Economic Progress (Sabah)
KCCI  Kadazandusun Chamber of Commerce and Industry
KD  Kadazandusun
KDI  Institute for People Development
KKIP  Kota Kinabalu Industrial Park
MARA  Majlis Amanah Rakyat
MED  Ministry of Entrepreneur Development
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<td>MID</td>
<td>Ministry of Industrial Development</td>
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<tr>
<td>MIDF</td>
<td>Malaysian Industrial Development Finance</td>
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<td>MNC</td>
<td>Multi National Corporation</td>
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<td>MP</td>
<td>Malaysian Plan</td>
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<td>MRDE</td>
<td>Ministry of Resource Development and Enterprise</td>
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<td>NDP</td>
<td>National Development Policy</td>
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<td>SSDC</td>
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<td>SWOT</td>
<td>Strength, Weaknesses, Opportunities and Threats</td>
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<td>UMNO</td>
<td>United Malay National Union</td>
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<td>UMS</td>
<td>Universiti Malaysia Sabah</td>
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<td>VDP</td>
<td>Vendors Development Programme</td>
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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science.

A STUDY ON DEVELOPING THE KADAZANDUSUN COMMERCIAL AND INDUSTRIAL COMMUNITY (KCIC) STATUS IN SABAH, MALAYSIA

By

GEOFFREY HARVEY TANAKINJAL

June 1999

Chairman: Dr. Iskandar Abdullah

Faculty: Malaysian Graduate School of Management

The creation of a Bumiputera Commercial and Industrial Community was formulated to achieve the second strategy of the New Economic Policy, which was removing the identification of race with major economic function. Through this concept an exploratory research on the creation of a Kadazandusun Commercial and Industrial Community was made to enable the Kadazandusun community to be at par with other communities by the year 2020.

The first two objectives of this study determined the current level of involvement of the Kadazandusun in commercial and industrial activities and identifying current entrepreneurship development programmes. From the secondary data, the Kadazandusun controls less than 17 percent of the 9 economic sectors used as a basis for comparison for current economic
performance and were not aware of entrepreneurship development programmes.

In accessing the strengths, weaknesses, opportunities and threats facing the community a questionnaire survey was conducted. Data processing included both qualitative and quantitative method.

Five groups representing the cultural community characteristics namely awareness, information, psychological, culture and manpower development were identified through factor analysis and acted as independent variables towards community's information awareness, knowledge regarding available loans, administration and management, networking, market share, manpower development and financial management in the regression analysis.

Using situational analysis, Strategic Factors Analysis Summary Matrix revealed strategic factors for the development of Kadazandusun community. Strategic strength factors were "Bumiputera Status", "Largest Bumiputera Group" and "Government Development Programmes", while the major weaknesses were "Motivation", "Access to Business Information", and "Management Skills". Whereas opportunities were represented by "Kota Kinabalu Industrial Park", "Access to Loans" and "Government Policies". The threat factors were "Competition from Other Communities", and "Politics".
An "Information Center" was recommended to be set-up by the Kadazandusun Chamber of Commerce and Industry to help entrepreneurs in terms of management skills, financial management, information management, quality development, strategic networking, business development, technology development and fulfilling human resources needs. Institutions dealing in business consultancy, entrepreneurship development programme, information technology, training and funding were also recommended in the proposed model.

These key factors will produce genuine entrepreneurs of quality and resilient to challenges, competitive in all potential area of economic growth, able to cultivate entrepreneurship culture, and capable of developing and nurturing the Kadazandusun community's capabilities in businesses and pursue the nation's industrialisation's goals as envisaged in Vision 2020.
Abstrak thesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

SATU KAJIAN TERHADAP PEMBENTUKAN STATUS MASYARAKAT PERDAGANGAN DAN PERINDUSTRIAN KADAZANDUSUN (MPPK) DI SABAH, MALAYSIA

Oleh

GEOFFREY HARVEY TANAKINJAL

Jun 1999

Pengerusi: Dr. Iskandar Abdullah

Fakulti: Pusat Pengajian Siswaah Pengurusan Malaysia


Objektif pertama dan kedua kajian ini adalah untuk menentukan tahap penglibatan masyarakat Kadazandusun dalam bidang perdagangan dan perindustrian dan mengenalpasti program pembangunan keusahawanan. Berdasarkan keputusan yang telah diperoleh, komuniti Kadazandusun mengawal kurang daripada 17% aktiviti ekonomi didalam 9 sektor ekonomi yang digunakan sebagai
asas perbandingan prestasi semasa. Masyarakat Kadazandusun juga didapati tidak peka terhadap program pembangunan usahawan.

Dalam mengenalpasti faktor kekuatan, kelemahan, peluang dan ancaman yang dihadapi oleh komuniti Kadazandusun, borang soal selidik telah digunakan. Pemrosesan data melibatkan keadah kuantitatif dan kualitatif.

Lima kumpulan yang mewakili sifat-sifat budaya komuniti iaitu kesedaran, maklumat, psikologi, budaya dan pembangunan sumber manusia telah dikenalpasti melalui analisa faktor. Faktor-faktor ini bertindak sebagai pembolehubah tidak bersandar terhadap pembolehubah bersandar iaitu "kesedaran komuniti terhadap maklumat", "pengetahuan berkenaan dengan pinjaman sedia ada", "pentadbiran dan pengurusan", "jaringan", "syr pasaran", "pembangunan sumber manusia" dan "pengurusan kewangan" didalam analisa regresi.

Melalui kaedah "Analisa Keadaan", Jadual Analisa Faktor Strategik (SFAS) telah mendedahkan faktor-faktor strategik untuk pembangunan masyarakat keusahawanan Kadazandusun. Faktor strategik kekuatan terdiri dari "status bumiputera", "kumpulan bumiputera terbesar" dan "program pembangunan kerajaan". Faktor-faktor seperti "motivasi", "laluan kepada maklumat perniagaan", dan "kemahiran pengurusan" merupakan faktor kelemahan yang
dikenalpasti. Manakala faktor peluang telah diwakili oleh "Taman Perindustrian Kota Kinabalu", "laluan kepada pinjaman" dan "polisi kerajaan". Faktor ancaman yang dikenalpasti pula adalah "persaingan dari komuniti lain" dan "politik".

Sebuah "Pusat Maklumat" telah disyorkan dalam kajian ini dan dibentuk oleh Dewan Perdagangan dan Perindustrian Kadazandusun bagi membantu usahawan-usahawan dari segi kemahiran pengurusan, pengurusan kewangan, pengurusan maklumat, pembangunan kualiti, jaringan strategik, pembangunan perniagaan, pembangunan teknologi dan memenuhi keberluasan sumber manusia komuniti usahawan. Institusi yang mengendalikan perundingan perniagaan, latihan dan pembiayaan kewangan termasuk dalam model yang disarankan.

Faktor-faktor utama ini akan melahirkan usahawan asli yang mempunyai kualiti dan daya tahan bagi mencabar dan bersaing dalam semua bidang yang berpotensi. Ia juga mampu membentuk dan meningkatkan kemampuan masyarakat Kadazandusun dalam bidang perniagaan untuk mencapai objektif perindustrian negara seperti yang termaktub dalam Wawasan 2020.
A REVIEW OF THE BUMIPUTERA COMMERCIAL AND
INDUSTRIAL COMMUNITY (BCIC) CONCEPT

Introduction

In less than 21 years from now, Malaysia will be witnessing a new community not through races or dialect but through one nation that is “Bangsa Malaysia”. At that time everybody will be equal. But are the bumiputera communities ready for this challenge? Or are they aware of what lies in the future? There are many elements or factors that contributes to the success of a community. One of the main segments that ensure the success and prosperity of a community is the economic segment. The economy segment provides the community with their basic needs and also furnishes the community with openings to improve their current situation. An opening here means opportunities such as doing business with