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Does Government Support Increase the Involvement of Orang Asli Entrepreneurs in Malaysia Mainstream Businesses?

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Abstract

Toward building the entrepreneurship capacity, enhance economic performance and reduce inequalities among the indigenous group, many governments has often provided various resources for them. The government initiatives through the financial and non-financial support manifestly improve in number of indigenous entrepreneurs. However, to what extent the government support exerting huge influence on Malaysian Orang Asli entrepreneurs to the path of mainstream businesses was not holistically investigated. This study investigates the extent to which the government's support increases the involvement of Orang Asli Entrepreneurs in Malaysia mainstream businesses. Through the causal type of investigation, this study surveyed the individual Orang Asli entrepreneurs who are involved in business in the nine states and 285 completed questionnaires were successfully collected. From the descriptive and regression analysis, the result showed that despite supporting the previous studies findings that the government support did increased the number of entrepreneurial, the government's support (financial and non- financial) just slightly influence the Malaysia Orang Asli entrepreneurs toward the mainstream businesses. This indicator conveys varying consequences and implications to the existing Orang Asli entrepreneurs and the relevant authorities.

Keywords: Government support, Orang Asli, Entrepreneurs, Mainstream, Business, Malaysia

Introduction

Besides other major ethnics, the development of Orang Asli as one of the important indigenous groups in Malaysia together with other minority groups has been given special attention by the government for their social and economic needs. The improvement of the overall Orang Asli in Malaysia can be seen through the development of the program for this indigenous group. The

development can be classified into two types; public development, which has impacts on the community and socio-economic development (Ministry of Rural and Regional Development, 2005; Mohd Asri, 2012).

For the first development, since after the independence, the government of Malaysia has putting a serious effort in developing the Orang Asli community. This is evidenced through the establishment of the Department of Orang Asli Development or *Jabatan Kemajuan Orang Asli*), abbreviated as JAKOA which the Malaysian government agency entrusted this department to oversee the affairs of the Orang Asli. This body is under the Malaysian Ministry of Rural Development. Originally, the British designed the department in 1950 and was known as the Department of Aborigines which is used to win the loyalty of the Orang Asli. Later in 1954, the government expanded the department and made it responsible primarily for enlisting Orang Asli in the government cause against the communists. The Aboriginal Peoples Act of 1954 gave the department to control over all matters concerning Orang Asli (Asian Indigenous and Tribal Peoples Network, 2008). In November 1961, the government has made the department permanent, and all programmes concerning Orang Asli is their responsibility. Since then, the JAKOA has been assigned with the tasks to supervise the development of the Orang Asli community.

The second phase concentrated is more on the socio-economic development dealing with resettlement scheme (*Rancangan Pengumpulan Semula, RPS*), poverty eradication program, basic infrastructure, political process and the entrepreneurialship development. According to the Ministry of Rural and Regional Development (2005) the resettlement scheme is designed for remote and scattered settlement of the Orang Asli community. The RPS is designed to provide agriculture activities for the Orang Asli as their main economic livelihood. The RPS Scheme is also equipped with the basic facilities such as housing, kindergarten, community halls, electricity, water supply and access roads. Presently, a total of 17 RPS has been implemented by JAKOA and benefited by 3,015 families. In addition, the Village restructuring Scheme (*Program Penyusunan Semula Kampung, PPSK*) was introduced in the Seventh Malaysia Development Plan to provide a better quality of life for the Orang Asli community through the provision of basic infrastructure and economic activities. The Orang Asli is also granted with the individual titles for the land (Mohd Asri, 2012).

On the poverty eradication program, the Government of Malaysia is committed to eradicate poverty among its citizens including the Orang Asli where special emphasis is given to the hard core poor. Malaysian government never marginalizes this community from developing their socio-economic in line with other communities. Various efforts have been taken by the government agencies especially JAKOA in uplifting the socioe-conomic of this group (JAKOA, 2011). The is evidenced that since the First Malaysia Plan (1966-1970) Orang Asli development is become one of the agendas of the country. Allotment for the Orang Asli community continuously to increase since than until the 10th Malaysia Plan (Salleh, 1986).

In every Malaysia Plan for Orang Asli communities, the various programs have been developed to address the different aspects of life, especially the problems of poverty. Among the

programs that have been designed from the First Malaysia Plan to the Tenth Malaysia Plan is; Poverty Eradication Programme, Regroupment Traditional Village (RPS), Village Rehabilitation Programme, Land Development Programme, Economic Enhancement Program, Infrastructure Development Program, Program, Human Development, Training and Careers, Entrepreneurship Program, Structured Settlements Program, Program of Economic Development and Social Development Programme (Ali, 2008). In the 9th Malaysia Plan through the Economic Stimulus Package 2, the provision of RM40.1 million was spent on the construction of infrastructure and public facilities, agricultural inputs, farm infrastructure and agriculture, as well as the upgrading of infrastructure and economic resources in some selected villages. Almost all of the programs implemented are associated with policies to increase income and creating jobs among the indigenous people including Orang Asli (EPU, 2012).

According to JAKOA (2015), the government has successfully provided the social basic infrastructure in almost every Orang Asli village located at the vicinity of existing towns and at the outskirts of the traditional villages. To date, 545 villages (63%) have been provided with electricity and 619 villages (71%) have received water supply. In addition, 2,910 km of village roads have been built to provide easy access to 631 (73%) Orang Asli villages. In line with this, education has always been a major agenda in the Orang Asli's development program as it can bring about social and economic change towards better quality of life. The Government has built 47 hostels and 92 primary schools to cater for the needs of the community. Until 2014, a total of 436 Orang Asli students had successfully completed their studies at the institutions of higher learning (EPU, 2012).

Under the health program, the Government has given priority in the form of a comprehensive coverage of basic health for the Orang Asli community. The program includes the construction of a hospital in Gombak specifically catering for Orang Asli, as well as the construction of 10 health clinics, 125 treatment centres (*balai rawatan*) and 20 transit centres. In 2003, the hospital was upgraded and provided with new medical equipment and an additional 166 beds. In order to promote health awareness and to prevent the spread of serious diseases, JAKOA has taken measures such as, vaccination and inoculation, awareness programs for family health and nutrition, food supplementary programs, vector control programs, dental health programs, sanitation programs as well as flying doctor services (Ministry of Rural and Regional Development, 2014).

With regard to participation in the political process, the Orang Asli community has equal rights to vote and choose their respective leaders in all elections in accordance with government constitution. They are also given the privilege to participate in the law making process in the Parliament and this is evidenced by the appointment of five (5) Senators among the Orang Asli community since 1957. This is to ensure that Orang Asli interests are well taken care of (Mohd Asri, 2012).

Problem Statement

The Ministry of Rural and Regional Development through JAKOA emphasis that the entrepreneurship development programs besides others is one of the government agenda that need

to be intensified to encourage more participation of Orang Asli in business activities. JAKOA implements the entrepreneurial training and courses in various fields ranging from clothing design, automotive technology, motorcycle mechanical, painting and etc. According to JAKOA (2013), in attracting the interest, various incentives are provided by the government such business tools, assistance and others business inputs. Among the types of entrepreneurs' premises set up are craft shops, retail stores, workshop, restaurants, tailor shops, grocery stores, repair shops, cyber cafes, construction and other businesses. On the tourism perspective, handicraft, cultural and traditional identity products such as music instruments (*Siol*, (Seruling Buluh), *Gooh* (Buluh Centong), *Genggong* (Ranggot), *Bateq* (Drum) and *Kerep* (Bamboo Guitar), traditional herbs for medication such as Raja Kayu, products from variety of arts, carvings (rattan, reed, roots and so on), weaving and famous unique wood carving are some of the examples of the Orang Asli products (JAKOA, 2013).

Information revealed by JAKOA is that there are more than eight hundred of Orang Asli entrepreneurs in the whole country and the number is continually increasing. Various financial and non-financial assistance, trainings, courses and encouragements are continually provided especially by the Ministry of Rural and Regional Development and the Department of Orang Asli Development (JAKOA) in uplifting the Orang Asli entrepreneur'. In fact, the government often expressed a desire to integrate Orang Asli into mainstream business and bringing them to national and international market economy rather than confined to self – sustained businesses. Thus, reaching into the main stream businesses is one of the agendas. In this context, the mainstream is referring to a large and broad type of businesses which products and services are readily available and appealing to the general public as opposed to being of interest only to a very small public and able to compete with others people business. Mainstream is also defined as the popularly accepted trends, ideas, principles and values that are accepted by the majority of people rather than typical, normal, and conventional or belong to the same group or system as most others of their kind. Here, a question arises whether the government support is able to exerting huge influence on Orang Asli entrepreneurs to the path of mainstream businesses? To date, this issue is never being holistically addressed. With that, to further understands and uncover the issue, this study empirically investigates to what extent the government support increases the Involvement of Orang Asli entrepreneurs in the mainstream businesses. This main objective is tested through one hypothesis.

H1 There is a significant relationship between government support and Orang Asli entrepreneurs mainstream business

Literature Review

Government Support

Competition among businessmen either small or big is steadily depends on the capacity of the business to become continually innovative in all aspects in line with the globalization of economic, rapid technology development and industry convergence (Dodgson, Gann & Salter, 2008; Schilling, 2005; Zhang & Li, 2010). In this sense, the government support especially toward small business enterprises and entrepreneurs for business development activities are key incentive to encourage the innovation performance (Herrera & Nieto, 2008). Poppo & Zenger (2002) posited that

government support is known as an *award of financial and non-financial assistance*. Studies have found that government support is related to public policy instrument that can be divided into two dimensions, namely vertical support and horizontal support (Lall & Teubal, 1998; Lazzarini, 2015; Sapir, Keidar & Mathers-Schmidt, 1993).

Vertical support is designed to encourage and promote a particular business, including small entrepreneurs by providing benefits only to the specific sector but not to the entire sector (Beason & Weinstein, 1996). The most common attributes of vertical support are the subsidized credit program that focuses on investments in certain firms, regions or industries. This support is crucial to business innovation since firms seldom afford to provide adequate capital to innovate due to time-consuming and capital intensive (Harrison, Hitt, Hoskisson, & Ireland, 2001). In addition, these government subsidies may encourage technology spill over and become positive for firm innovation performance. The second type of vertical support is government scientific research project subsidies that help to strengthen the firm performance. These subsidies are related to scientific research projects that are collectively established by firms, universities and public research institutions. Government subsidies on scientific research projects can endorse knowledge transfer from universities and public research agencies to firms (Cohen, Nelson, & Walsh 2002; Spencer, 2001) thus assist the firm to the external resources to develop new knowledge that may improve firm performance (Xu, Huang & Hu, 2014).

Horizontal support on the other hand involves the principal of government policies that yield externalities to firms and other sectors (Lazzarini, 2015). Specifically, horizontal support aims to improve the business environment in the country or region and increase the rate of capturing the potential benefits of individual investment. Since horizontal support does not focus on a certain firm or industry, governmental assistance tends to relocate external resources and facilitate firm entry, and the selection of the firms or sectors will be left to market forces. This situation has created two forms of horizontal support namely, regional innovation policy and tax credits (Lazzarini, 2015). Regional innovation policy refers to the efforts and measures that are undertaken to build a regional innovation system by increasing the level of R&D spending and improving the regional capacity to absorb public (i.e. education or government) funding (Chaminade & Vang, 2008; Oughton, Landabaso & Morgan, 2002). A regional innovation system can drive the evolution of the regional innovation processes and enhance the innovation performance of firms located in that region (Asheim & Isaksen, 2002). The implementation of regional innovation policy permits the local government to play significant roles as catalysts, an animator and a dynamic force to build up and strengthen the inter-relationships between all of the relevant regional agents. As a result, horizontal support in the form of regional innovation policy can facilitate to promote the innovation performance of firms by enhancing the regional innovation capability. Tax credits are another representative type of horizontal support that related to direct R&D subsidies. These subsidies are more neutral with respect to a certain industry and the essence of the firm. Tax credit programs in fact can minimize the optional choices that are involved in program selection for government support since it encourages the broadest range of firms to engage in the R&D activities (Czarnitzki, Hanel, & Rosa, 2011). Previous research found that tax credits not only inspire private R&D activity (Dahlby, 2005; Dagenais,

Mohnen, & Therrien, 1997) but also enhance the innovation output of the recipient firms (Czarnitzki et al., 2011).

Government supports for small and medium size of the indigenous enterprises is increasing in the developed countries and it is based on the view that small and medium sized indigenous enterprises could contribute to employment generation and the indigenous innovative (Parker, 2000). This is the prevailing view held in Australia whereby the Aboriginal and Torres Island peoples are the most socially, economically and culturally disadvantaged group in this country (Commonwealth of Australia, 1992). In line with this, one of the objectives of the neo-liberal economic policy stance is to invigorate and promote indigenous entrepreneurial activity. The government support is regarded as a critical factor to solve the indigenous economic issue. Parker (2000) urged that in recognizing the strong impact of government policies on the district economic growth the indigenous entrepreneurs must be able to respond appropriately to the policies enacted. Some imperative findings revealed that governments close invention do influence the indigenous entrepreneurial performance (Bonardi, Hillman & Kiem, 2005; Hoskisson et al., 2000). In the third world countries, Tiessen (1997) reported that the economic position of indigenous population in Uganda inhibits them from the acquisition of economic opportunity and resources and effective entrepreneurial venture despite the fact that indigenous entrepreneurs are the owners and custodians of indigenous cultural heritage and resources. Due to domestic issue, entrepreneurs are more aware of the market gaps that need to be filled thus the government of this country has made it as a top priority to improve the investment environment by attracting foreign investors and link it with indigenous entrepreneurship (Mapunda, 2007).

Mainstream Business

Unlike behaviour intention, the general consensus maintained that mainstream refers to the current thought, view or opinion that is widely accepted by the population at large (Macmillan Dictionary, 2002). This view may include all popular culture and media culture derived usually from the dissemination of information by the mass media. Mainstream culture or idea is to be distinguished from subcultures and countercultures. In the business setting, mainstream denotes the enterprise that produce products and services which are easily obtainable and attractive to the general consumers in contrast to the products that focus and target a specific market niche or anything that is commonly available in general or something that is available for the masses. In marketing concepts, anything which has been directed towards a large or a broad group of target audience can be termed as mainstream (Business dictionary, 2015). Combining both explanations, the intention into mainstream business of this present study is referring to the likelihood of entrepreneurs to engage or expand their business into a large or a broad group of target customers.

In line with above notion, expansion mean expanding the markets and increased sales mean more profits which determine the success for a business. In other words, expansion or reaching the mainstream market increased pool of potential customers which dramatically improve sales, resulting in increased profitability. According to Ram & Hillin (1994) expansion and reaching into the mainstream market can place the company in the forefront of many customers' minds. Successful

business expansion and reaching the mainstream can put the firm in a positive place when it comes to acquiring the necessary financing. This financing can be a lifeline to the business during the expansion process and a fallback after the expansion has occurred. A company with increased market share with a solid financial position can typically acquire financing with little to no problem. Business expansion may present the owner with the opportunity to relocate the business, whether it be across town or across states or the international lines. Expansion and reaching the mainstream market also enhanced access to suppliers and logistics suppliers can also be an important factor for business survival. From these statements, despite a daunting journey but owing to a clear cut advantages, many of the small businessmen are striving hard to reach the mainstream market and the intention of expanding and reaching the mainstream business are aspiring by almost all businessmen regardless size of the business including the small entrepreneurs (Westhead, Wright, & Ucbasaran, 2001).

Methodology

Sampling and Instrument

A quantitative approach through a causal type of investigation is opted for the information gathering. The population, unit of analysis and the sample was among the individual Orang Asli entrepreneurs who are involved in craft shops, retail stores, workshop, restaurants, tailor shops, grocery stores, repair shops, cyber cafes, construction and other businesses. These peoples are believed to be knowledgeable and well experienced thus able to provide relevant information on a particular subject. Based on the information gathered from the main office of the Malaysia Department of Orang Asli (JAKOA) more than eight hundred Orang Asli entrepreneurs are identified directly involved in various businesses in the nine out of eleven states in the Peninsular Malaysia (JAKOA, 2017).

Research Instrument

In revealing the investigated issue, the survey instrument consisting three sections was constructed. Section A solicit the information about respondent demographic profile. Section B is designed to measure the Orang Asli entrepreneur's view on the government support while section C on the mainstream businesses. Respondents are required to translate their view on a seven -type Likert scale ranging from 1 with "strongly disagree" to 7 "strongly agree. The 16 items in this section were adapted from Chaminade and Vang, 2008; Herrera and Nieto, (2008) and Poppo & Zenger (2002) with minor modifications of made in term of wording to address specific needs of the current research. Owing to different educational levels among the Orang Asli entrepreneurs, Bahasa Malaysia version of questionnaire survey is used after translating made from the English version by the language expert. Before reaching into a final version, a pilot study was conducted to verify and confirm the reliability and validity of the items used.

Procedure for Data Collection

Before carrying out the data collection process, the Department of Orang Asli Development (JAKOA) in each nine states is contacted to obtain the list of Orang Asli Entrepreneurs, seeking permission to undertake the survey and request the administrative support. At the same time the

introduction and the consent letter to conduct a research was mailed to the respective states JAKOA director. Based on the list and addresses obtained, phone calls were made to all respective Orang Asli Entrepreneurs acquire their willingness to be a sample in the research study. Letter of permission to the *Tok Batin* or the head of the Orang Asli resettlement was also sent. A few problems arose regarding agreement from some of the Orang Asli entrepreneurs as some of them were unable to be surveyed face to face as they were too busy with business matters and therefore were barely available thus required the questionnaire to be sent via mail. Although the process dealing with the Orang Asli somewhat chaotic, with the help of a few assistants among the Orang Asli friends, the *Tok Batin* and other individuals, a total of 285 completed questionnaires were successfully collected with 250 responses from self-administered and 35 responses via mail. The data was then categorized and coded. The name each Orang Asli entrepreneur however was not revealed to preserve confidentiality and anonymity.

Analysis and Results

Respondents Profile

Based on frequency test, the highest proportion of Orang Asli entrepreneur were between 30 to 39 years of age which made up 33.6 percent (n =84) followed by 25 to 29 years' old which represented around 23.2 percent (n=58), 40 to 49 years old around 20.8 percent (n=52), 50 to 59 years old around 14.4 percent (n=36) and 8.0 percent (n=20) were among the 60 years old and above. 78.0 percent (n =195) were married compared to 16.0 percent (n = 40) who were single and 6.0 percent (n=15) were among the others. The majority of the respondent had completed the secondary education which represented around 54.8 percent (n=137). 25.2 percent (n=63) completed the tertiary education and 20.0 percent (n=50) with primary education. 41.6 percent (n =104) were in the business between 3-5 years, 37.2 percent (n=93) between 6 – 10 years, 12.4 percent (n= 31) between 11-15 years and 8.8 percent (n=22) were in the business for more than 15 years. The majority of Orang Asli entrepreneur is an independent and sole proprietorship which represents around 65.2 percent (n=163) followed by partnership around 24.0 percent (n=60) and 10.8 percent (n=27) were among the association either the government or the non- governmental organization (NGO). 55.6 percent (n=139) dealing with traditional cultural products (handcrafts, crafts, and ethnic products) which accounted around 55.6 percent (n=139) followed by other related tourism businesses which represent around 44.4 percent (n= 111). Most of the sample or 42.0 (n=105) have an average income from RM2001- RM3000 monthly, 28.0 percent (n=71) around RM1000- RM2000, 18.4 percent (n=46) around RM3001- RM4000, 7.2 percent (n=18) around RM4001- RM5000 and only 4.0 percent (n=10) is having a monthly income above RM5000 a month.

Descriptive Statistic

Prior to descriptive statistic, the reliability test was undertaken on the independent and dependent construct. Results showed that the instrument is acceptable as both constructs attained greater reliability with Section B produced coefficient alpha value of 0.93 for the government support and 0.95 for mainstream business. Looking at the mean scores rated by the respondents in regard to the government supports, the magnitude of the mean scores ranging from 5.09 to 5.84 indicating the

majority of the respondents agreed on the important of the government role in helping them into a business venture. Respondents agree that the receiving government continuous support is important in their business operation (M= 5.62, items DGS1). They agree that the government assist them in financial support (M= 5.57, items DGS2), provide support in their business operation (M= 5.84, items DGS4), support during crisis management (M= 5.80, items DGS10), business operation (M= 5.62, items DGS1), training (M= 5.62, items DGS8) and continuous promotional support (M= 5.59, items DGS3). In addition, they agree that the government agency provide continuous advice on additional activity to generate income (M= 5.28, items DGS7), continuous incentive (M= 5.20, items DGS9), regulation and legal support (M= 5.19, items DGS6) and provide infrastructure support (M= 5.19, items DGS5). Together, this point indicates that government support in various ways is really important to the Orang Asli entrepreneurs in venturing into business.

Mainstream Businesses

It is undeniable that each of the small and medium businessman and entrepreneurs regardless of their business is having intention of reaching into the mainstream. With this, the magnitude of the mean scores ranging from 5.01 to 6.34 indicating Orang Asli entrepreneurs in this study is having a mix feeling about mainstream businesses. This is evidenced when they agree on certain items and slightly agree with few others. As such, they agree that their business will not reach mainstream level without continuous government support (M=6.34, items EMW2), continuously provide knowledge and skills by the government would make their business progress further (M=6.18, items EMW4). They also agree that government support would increase their confident to reach mainstream level business (M=6.01, items EMW6). However, they slightly agree that their current business is gearing toward national level (M=5.09, item EMW5) and although with government support they are contented with their current business (M=5.22, item EMW1).

Hypothesis

In response to the objective and the hypothesis of the study which is set to test the strength of the relationship between the independent and dependent variable, a standard regression analysis was used.

The Relationship between Government Support and Orang Asli entrepreneurs Mainstream Businesses

The government support items as the predictor and mainstream businesses items as the criterion variable were collapsed and entered into the equation at once.

Table 1: Relationship Between government support and Orang Asli entrepreneurs mainstream business

Predictor	Model 1 Std. β
Step 1: Model Variable	
Government Support	.361***
R^2	.131
Adjusted R^2	.127
F- Change	80.554

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

As presented in Table 1, the independent or predictor variable which is government support accounted 13.1 percent (Adj. $R^2 = .127$, F -change = 37.221, $p < .001$) of the variance in the mainstream businesses. The value of ($\beta = .361$, $p < .001$) indicated that the government support slightly contribute Orang Asli entrepreneurs toward mainstream businesses. In other word, the government support which include the financial and non- financial support slightly influence the Orang Asli entrepreneurs toward mainstream businesses. This scenario could hold true as to date only hundred plus of Orang Asli entrepreneurs reached the mainstream level businesses.

Implication and Conclusion

It is worth reiterating that although they are sons of the soil or the indigenous ethnic group in Malaysia, Orang Asli is found still far behind compared to other ethnics in many aspects either in education, social culture, socio-economic and participation in the mainstream businesses despite the country being independence for more than 60years. Thus, investigating the extent to whether the government support increases the involvement of Orang Asli entrepreneurs in Malaysia mainstream businesses not only worthwhile in the academic realm but the result without doubt contributes to the practical implication.

Researchers noted that many governments often invest the resources in increasing the entrepreneurial networks especially among the local and the indigenous to facilitate efforts toward building entrepreneurship capacity, enhance economic performance and reduce inequalities (Casson & Giusta, 2007). Putnam (1993) stated that the government support through various training lead to improve in number of entrepreneurial. Result of this this study despite supporting the previous studies that the government support increasing the number of entrepreneurial however the government support through financial and non- financial support just slightly influence Orang Asli entrepreneurs toward the mainstream businesses. This is not to say the government support is insignificant nevertheless evident show that only hundred plus of Orang Asli entrepreneurs to date reached the mainstream businesses.

The above indicator directly conveys varying consequences and implications to the existing Orang Asli entrepreneurs and the relevant authorities. In this sense, besides education and socio-

economic development, the government support through the indigenous entrepreneurial is part of business mechanism in uplifting self-economy, financial stability and improving the community socio-economy. With that, those Orang Asli who are currently engaged with entrepreneurship should wisely using the valuable resources provide by the government through JAKOA to move ahead in their business realm. The improvements should be dealing with heightened the self-sufficiency, financial gains, morale, operations management skills, innovation, networking opportunities, technology and information support and many others.

Another wider implication is related to the relevant authorities particularly the Ministry of Urban and Rural Development and the Department of Orang Asli Development (JAKOA) in particular as this agency acts as a body and responsible in ensuring the overall policies and programmes for the development and advancement of Orang Asli wellbeing. Undoubtedly, through the government support there is a positive sign and shifting of mindset and lifestyle of the Orang Asli. This minority indigenous groups have begun to show self-confidence and try to advancing themselves in many fields including the entrepreneurship. In this context, besides socio-culture, knowledge and skill, sense of community, the government support is perceived as a driver for them to penetrate the larger business markets. Thus, the Department of Orang Asli Development (JAKOA) not only should continuously organizing the entrepreneurial training and courses or seminars together with various incentives but closely enliven their involvement with entrepreneurs that are potential to reach the mainstream businesses. There would be a great loss and detrimental to the Orang Asli entrepreneurs and the responsible government agencies if there would be no monitoring processes and reciprocal relationship between all parties as direct involvements of both parties are the fundamental aspects in expanding the business challenges.

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