

**WOMEN ENTREPRENEURSHIP IN MALAYSIA: AN EMPIRICAL EVIDENCE OF THE
MANAGEMENT STRATEGIES USED BY MICRO AND SMALL BUSINESS OWNERS IN
KUCHING-SARAWAK**

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ABSTRACT

This study examined the management strategies used by Malaysian women entrepreneurs, who own micro and small businesses in Kuching, Sarawak. It also analyzed the effects of these strategies on their businesses. Qualitative method was used to conduct this study. As such; interview and observation were used to collect data from 31 respondents, and non-probability sampling method, specifically purposive sampling method, was used to select the respondents, due to inadequate information about them. This study focused on two sectors, which include the retail and service sectors. The findings of this study showed that the strategies used by respondents in the retail and service sectors are the same (i.e. Differentiation, focus, product or service development, market development, and market penetration), but they apply them in different ways, due to the size and nature of their businesses. Those in the retail businesses use the aforementioned strategies to improve the perception of customers towards the quality of their products and to expand their businesses. On the other hand, those in the service businesses use the strategies to position themselves in the minds of customers as companies that offer high quality services and to also expand their businesses.

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