

**Kebekerkesanan Peranan Kerajaan Dalam Membantu Franchisor Bumiputra :
Kajian kes di Kuala Lumpur dan Selangor.**

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Abstrak

Kerajaan menggalakkan usahawan menceburi diri dalam perniagaan franchise kerana ia dikatakan mempunyai peratus kegagalan yang rendah. Dalam rancangan Malaysia Kelapan (2001 – 2005) kerajaan menasaskan jumlah franchisor seramai 60 orang dan jumlah franchisee seramai 1000 orang. Penglibatan bumiputera dalam perniagaan franchise sangat digalakkan untuk mempercepatkan dan meramalkan pengwujudkan golongan Kelas Menengah Bumiputera. Penglibatan kerajaan di dalam membantu perniagaan menerusi sistem franchise telah bermula pada tahun 1995. Lanjutan daripada itu kajian mengenai keberkesanan peranan kerajaan dalam sistem perniagaan franchise terutama di kalangan Bumiputera telah dijalankan di sekitar Kuala Lumpur dan Selangor pada 1999. Objektif kajian adalah untuk melihat keberkesanan peranan kerajaan dengan melihat hubungan antara bantuan kewangan kerajaan dengan keuntungan tahunan, jumlah aset, promosi dan tingkat teknologi yang digunakan dengan menggunakan kaedah peratus, dan toleransi. Hasil kajian ke atas franchisor bumiputera menunjukkan bahawa peranan kerajaan telah dapat meningkatkan prestasi dari aspek yang dikaji.

1.0 Pengenalan

Pada masa sekarang perniagaan berbentuk franchise telah diterima oleh kebanyakan negara sebagai pemangkin utama dalam pembangunan sektor Industri Kecil Sederhana (IKS). Di Amerika Syarikat franchising sebagai satu konsep perniagaan telah diterima dan telah lama menapak, begitu juga dengan negara Eropah lain (Sanghani N,1998). Kajian oleh Mendelsohn (1995) menunjukkan perniagaan francais menyumbang 14% daripada jualan keseluruhan runcit sedunia. Di Amerika Syarikat jualan melalui perniagaan francais telah mencepai AS\$1 trilion pada 1993, iaitu 25% daripada KDNK Amerika Syarikat dengan 70% outlet francais diuruskan oleh francais (Barrow & Galzen, 1996).

Keberkesanan Peranan Kerajaan Dalam Membantu Franchaisor

Sharifah Zarina Syed Umar



Keberkesanan Peranan Kerajaan Dalam Membantu Franchaisor:

*Ensiklopedi nasional Indonesia ,1990 Keberkesanan peranan kerajaan dalam membantu francaisor bumiputera di
Kuala Lumpur dan Selangor Sharifah Zarina Syed Umar,2000*

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Keberkesanan Peranan Kerajaan Dalam Membantu Franchaisor Introduction

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