

# Single mums' business potential warrants study

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**KOTA KINABALU:** There is a need for an overall study on the potential of entrepreneurship among single mothers group in Sabah so as to understand the challenges and experiences faced by the women entrepreneurs.

Universiti Malaysia Sabah (UMS) Entrepreneurship Development and Research Centre (Erdec) Director Dr Salmah Topimin said the study must be carried out with a proper research method and in line with the target group for better understanding the issues faced by them.

"The single mother community has been identified as part of a significant target group in entrepreneurial development in Sabah.

"Therefore, the research method to be used in the study must give opportunity for the target group to share their experiences running their businesses.

"And most importantly, the study reveals the reality of the experiences by the single mothers' in operating businesses could be exposed for others to take as lessons to be learned," she said in a statement here on Wednesday.

Some 120 single mothers took part in a one-day programme to gain knowledge on effective of marketing, technique of identifying problems, plan business strategy, recording financial transactions and preparing western food, among others.

Dr Salmah said she noted that single mothers is a group of entrepreneurs that is easy to accept educational exposure pertaining to entrepreneurship aspects which has led Erdec to help enhance their excellence potential by sharing knowledge and tips to better themselves in doing businesses.

She said Erdec has organised a series of sharing entrepreneurship knowledge with Single Mothers Association (Pitsa) here recently.

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identifying problems, plan business strategy, recording financial transactions and preparing western food, among others.

"The programme with its theme 'Towards being a successful Women Entrepreneur' was conducted to fulfil a corporate social responsibility (CSR) Erdec together with Kota Marudu Single Mothers Association (PITKM) on Oct 31 this year followed by Kota Kinabalu Federation Single Mothers, Tambunan and Bongawan on Nov 3 and Nur Kasih Single Mothers Association in Kota Kinabatangan on Nov 14.

"The programme involves Erdec with business community in Sabah and the single mothers have been identified to participate and benefit from it," she said.

Dr Salmah said the programme held in those three places disseminated a combination of theory and practical on entrepreneurship knowledge to the participants delivered by UMS lecturers such as Business, Economy and Accounting Faculty lecturers namely Dr Fzlinda Fabeil, Haslinda Hasan and Ahmad Shakani Abdullah.

Meanwhile, Pitsa President Norhanida Annol said such course provided by UMS Erdec is direly needed by the members so as to motivate them and heighten their spirit to continue doing their businesses and help them to strengthen their sources of income.

"Majority of these Pitsa members do not have permanent income and they are facing various challenges to improve their family economy.

"Their involvement as small-time traders in sewing, preparing food, retailing and processing wet and dry food are in need of various forms of support like financing, physical infrastructures, equipment and entrepreneurship training so as to help them continuing running their business and expanding their competitiveness in entrepreneurship," she said.



Participants showing their certificates after attending the programme and posing with the organiser.