



# SOCIAL ENTERPRISE: A CASE STUDY OF THE "BE A CHANGE" PROJECT

P101-PB14110

## SERAI WANGI AT BUKIT KENAU, PEKAN.

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### ABSTRACT

This case study presents strategies that can help and change the reputation of the villagers in Bukit Kenau, Pekan. The purpose of this study is to increase the income of villagers in Bukit Kenau, Pekan and to improve the "Serai Wangi" product. Specifically, the study focuses on strategies that can help the villagers to increase the income and improve existing products. This study only involves the villagers of Bukit Kenau, Pekan. This may contribute to the development and improvement of living standards of the villagers to avoid the poor. In addition, this case studies to help the population become new entrepreneurs to increase their income. Furthermore, with the results of this study will help improve and improve the products produced by the villagers such as "Serai Wangi" towards better.

### INTRODUCTION

Social enterprise already grown into a global movement that is producing solutions to many of the world's toughest problems and transforming the way we think about social change. The social enterprise is then a viewed as an innovative response to the funding problems of non-profit organizations, which are finding it increasingly difficult to solicit private donations and government and foundation grants. this study is to find the solution for the villagers in Bukit Kenau who is get less income problems, lack of knowledge to marketing their own product "Serai Wangi" who generated by themselves, did not have a good link or involvement in industry by any agency, lack of strategic to produce and manage their product, and decrease of the logistic side for manage their product.

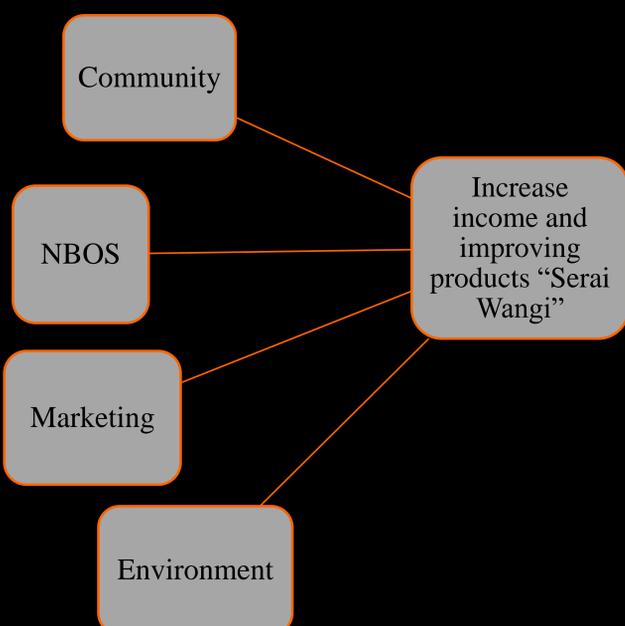
### OBJECTIVES

- To investigate that strategy to improve level income at the Bukit Kenau villagers.
- To determine the strategies improving the product "Serai Wangi".

### METHODS

Research Methods	Quantitative Research
Research Instruments	Questionnaire Survey
Questionnaire Distribution	Distribute Through Google Form
Sampling	Random Sampling
Target Respondent	Villagers of Bukit Kenau, Pekan, Pahang
Respond Rate	20 Villagers have Respondent (100%)

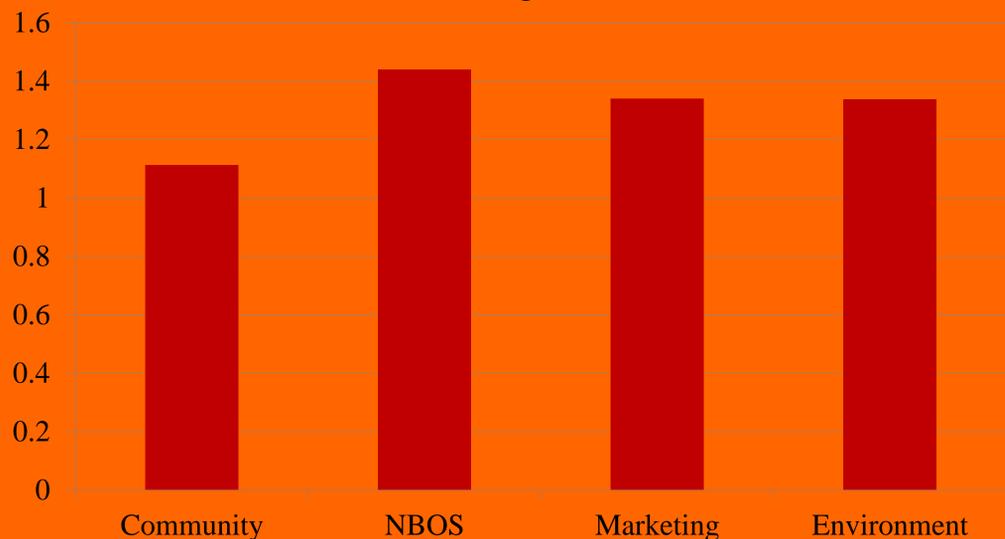
### FRAMEWORK



### RESULTS

Summary for the strategies to increase income level villagers at Bukit Kenau, Pekan and to improve the products of "Serai Wangi".

The Strategies To Increase Income level Villagers At Bukit Kenau, Pekan And To Improve The Products Of "Serai Wangi".



Means for Independent Variables

	Total Mean	Total Average
Community	4.45	1.1125
NBOS	7.2	1.44
Marketing	6.7	1.34
Environment	5.35	1.3375

### CONCLUSIONS AND RECOMMENDATION

This case study is about to analyse and explore the strategies that will be increase a level income and improve the "Serai Wangi" products. Analysis of variance and test have been used to examine the relationship between the variables. According to the test, it was confirmed that the strategies to increase a level income and improve the products of "Seri Wangi" which consist four variables are affect.

As recommendation for future research:

- Setting the goal of the strategy
- Do the formation of strategies or strategy plan
- Expend the number of respondents
- Expand the scope of places for research