

Review Article

QUALITATIVE STUDY: THE FIRST STAGE OF STARTING A BUSINESS FOR ENTREPRENEURS WITH DISABILITIES

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Abstract

The People with Disability (PWD) are a part of the agents that can contribute to the development and sustainability of the country's economy. Encouraged through entrepreneurship in the entrepreneurship field can make a significant impact on this group and indirectly on the country. The main purpose of this article is to discuss two objectives of the study, namely to identify the impetus experienced by entrepreneurs with disabilities in starting a business and to understand the situation experienced by people with disabilities in starting a business. Therefore, this study was conducted through a qualitative method using a semi-structured interview approach involving eight informants comprising entrepreneurs with disabilities to obtain research information.

Keywords: Entrepreneurs with disabilities, impetus entrepreneurs, situation characteristic, qualitative, semi-structured interview

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INTRODUCTION

In recent days, people with disabilities related to their limbs, eyes, or ears are no longer considered as rare sightings. There are various types or categories of disability or conditions that cause a person to be called disabled. Some of the examples are, people who suffer from health problems such as seizures, fatigue, allergies, stroke and so on are classified as disabled (Asiah Ahmad, 2012). The disabled can be examined through observations, physical examinations, mental, psychological and communication tests. Their deficiencies are alleviated and the problem is classified into three stages, which are mild, moderate, or severe (Asiah Ahmad, 2012).

The terminology of people with disabilities or people without disabilities has become a conversation to identify this minority group. It aims to simplify the documentation process so that each development plan and assistance can be implemented effectively and efficiently. This terminology was introduced not to distinguish this group, nor to deny the rights and existence of people with disabilities. Under the Ministry of Family and Community Development (MWCI), Persons with Disabilities are defined as persons with long-term physical, mental, intellectual or emotional disabilities when interacting with a variety of barriers that may impede full participation in society, Act 685, LAW ACT 2008, (2014). *A person who is incapable of self-determination to fully acquire or be part of an individual's basic needs and / or inability to live fully in society is aware of a physical or mental capacity and whether it has occurred since birth or since (quoted from Zinaida, 2006).*

Meanwhile, Disability Minister, Youth and Sports Minister Ahmad Shabery Cheek suggested the use of the term 'disabled' in order to give new perspectives on the capabilities of this group, *Utusan Online*, 2009. According to *Utusan Online* (2012), Dzulkifli Abdul Razak, the previous Vice Chancellor University of Science Malaysia, he said that the terms used to define People with Disabilities will represent us, as a community. We should not look down upon this group as their differences are not something that they chose or desired. So it is appropriate for us, as the community to assess this small group based on their abilities that differ them from the normal people (*Utusan Online*, 2009 & 2012).

However, the terminology used to describe this group, is mainly on finding out how to help this group to stand out in all aspects of life. In addition, they should be able to be natural and competitive like normal people. Therefore, encouraging the development of entrepreneurship in the entrepreneurship field should be addressed among the disabled. This is to ensure that they are not left behind and at the same time, able to develop themselves.

FIRST STAGE: START UP BUSINESS

Observing from the shortcomings, it is naturally not an easy task to be an entrepreneur with disabilities, but it does require a lot of hard work and no discouragement for the disabled. However, social factors are the major influence for individuals with disabilities to become an entrepreneur, while the realities of social factors greatly influence an individual's disability (Zalinawati & Norudin, 2007). Social factors as major obstacle can be attributed to external factors that negatively affect an individual with disabilities. An entrepreneur with disabilities is a person with physical or mental disabilities who opens, owns and manages a business, through initiatives, managing social and resources and economically achieving a business goal. Despite the negative influence of social factors, it is undeniable that positive influences have huge impact on individuals in starting a business and succeeding it.

Encouragement is one of the key features for any entrepreneur to start a business. Entrepreneurs are often associated with push, which explains how entrepreneurs have the passion and ability to move forward (Harris, Caldwell, & Renko, 2014). There are two types of factors that motivate a person to be an entrepreneur - internal and external. Internal motivation is a factor that drives a person with disabilities to get involved in business (Dollinger, 2008). These factors include family motivation, self-motivation, and interest and so on. However, external pressure is a factor that attracts a person with disabilities to engage in business. Some individuals such as employers do not accept the disabled; the facilities do not suit the disabled, discrimination and others.

Discussions about the first phase are not just influenced by the two. It also involves elements of situations that influence an individual to become an entrepreneur. This element is one of the

key elements inherent in the Entrepreneurial Social Dimension Theory and is supported by the Social Model of the Disabled. The elements of the situation here are about taking initiatives, taking opportunities and cultures that influence an entrepreneur.

The research question is based on The Social Dimension of Entrepreneurship (The Social Dimension of Entrepreneurship) as

the main theory to support this study. Looking from the perspective of the disabled, the Social Model of Disability is taken into account to support the main theory and research framework. As well as a discussion of how social entrepreneurship exists in the study.

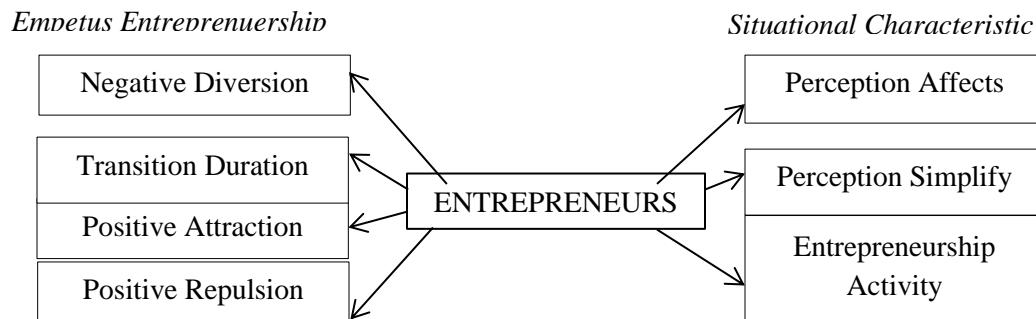


Figure 1 The Theory Social Dimension of Entrepreneurship

Figure Adapts from (Hamed, 2005), Trigger to Entrepreneurship from Sociological Perspectives,

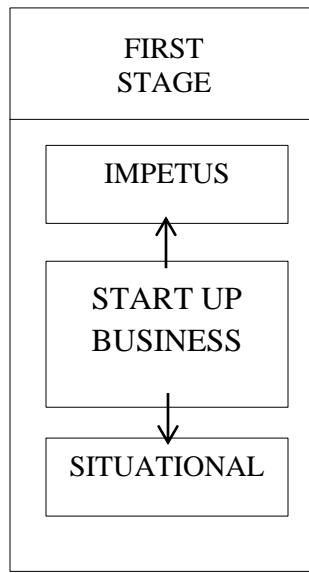
The Social Dimension of Entrepreneurship Shapero & Sokol 1982

This study is guided by the Entrepreneurial Dimension Theory of Entrepreneurship in theory, looking at the social aspects that are at the core of the entrepreneurial drive and the entrepreneurial situation that makes an entrepreneur. This theory explains how situations and impulses influence an individual to be involved in entrepreneurship. The theory is that the establishment of a business is based on social and cultural community. This statement was supported by Hamed, (2005) based on the theory

that to be successful entrepreneurs, economic, physiological and sociological aspects are needed to support the entrepreneurs.

RESEARCH CONCEPTUAL FRAMEWORK

This study has provided a conceptual framework for the purpose of guiding how the study will be on track. The diagram below shows this conceptual framework that briefly describes the ideas and concepts to be explored and the relationships predicted by the literature review. According to (Miles, Huberman, & Saldana, 2014) conceptual frameworks are best constructed as research guide diagrams, the whole conceptual framework combines the study concepts systematically in one diagram.



Research Conceptual Framework

Figure 2 Diagram Research Conceptual Framework

METHODOLOGY

The study design used in this study was qualitative study. The main focus of the qualitative study was chosen is because it can be used to gain a better understanding of a phenomenon that is not yet known. As for example, this study was conducted for the purpose of exploring successful entrepreneurs with Disabilities and Social Entrepreneurship which is a relatively recent study (Harris, Renko, & Caldwell, 2014). Moreover, the advantage of qualitative data is that it can clearly explain a phenomenon based on the judgment of researchers and readers (Miles et al., 2014). The design of the phenomenological study is an option for the purpose of this study. The design of this study, due to the phenomenological research approach, looks directly at the actual experience of an individual being the subject of the study (Litchman, 2013). This is where; this phenomenological study revolves around the study of current issues or phenomena, which are closely linked between man and experience.

Therefore, based on the objectives of the study and the research questions stated, the phenomenological study is appropriate based on the research information needed to understand in depth the phenomenon to be explored, in order to understand and explore in depth the experience experienced by disabled entrepreneurs. (Liamputpong, 2014), agrees that in phenomenological studies, in order to see how people perceive their world, conversations with them are necessary to obtain information on their experiences.

Therefore, the target informant of this study was the Disability Entrepreneur who is a recipient of SBGP-OKU Grants under the supervision of JTKSM and includes JTKSM staff who are directly involved with SBGP-OKU Grants. Based on the diversity of informants identified, the researcher needs to determine the informants to be interviewed in this study. This study will be conducted involving states in the Northern Territory Zone comprising Perlis, Kedah, Penang and Perak. Involving programs under the JTKSM is therefore homogeneous for all states in

Peninsular Malaysia. Homogeneous is a mix of social and cultural backgrounds, including factors such as age, gender, preferences, religion, social background, economy, social status, and ethnic group, (Liamputpong, 2014).

The selection of informants in this study was based on purposive sampling method. The choice of this method also involves the use of a clear conceptual framework or the theoretical focus of the sample. The informants selected are based on the following characteristics to ensure that the objectives of the study are met, and among them are successful entrepreneurs who have successfully developed the business and studied the disabled. The selected informants are based on the list of names of disabled entrepreneurs selected by JTK under a JTK supervised grant. Therefore, entrepreneurs are not segregated based on different disability categories. This is because among the conditions, the SBGP-OKU Scheme is for applicants with a Disability Card and is open to all types of disability.

As the methodology of the study is qualitative study, the sample size required is small based on the need for research to obtain information through informants. The sample size required for qualitative studies is small compared to the population. According to Liamputpong (2014), for the study of phenomenology the sampling in this study is about quality and not size, where the aim is to understand a phenomenon in depth through exposure to qualities of phenomena throughout the life. However, the information from the previous study is not a complete guide to the sample size of this study. This study proposes to take the sample size between 5 and 8 informants. However, it depends on the information needed during the research process.

FINDING AND DISCUSSION

Based on the 8 disabled entrepreneurs interviewed, the table below shows the background information and type of business.

Table of Information for Four States

State	Ages	Type of business	Category of Disability	Business Period (years)
Perlis	35	Kelulut Honey Company	Deaf	8
	54	Welding Company	Physical	9
Kedah	42	Welding Company	Physical	11
	38	Workshop Sewing	Physical	11
Pulau Pinang	41	Burger Business	Physical	18
	49	Business Kuih Sepit	Blind based on Category	4
Perak	51	Business Jelly Kelapa	Physical	15
	27	Livestock Burung Puyuh	Physical	7

First research Question: What impetus a disabled entrepreneur to start a business?

The results of the study are based on the research question. Interviews took place with disabled entrepreneurs which they answer questions related to motivations that influence them to engage in business.

Informant 2:

"Okay. At first, after I was disabled in 1998 I wanted to take the car, I was paralyzed time I was able to take the car I could not, I see, the supply of tools to drive it was a bit expensive 1800 don't get me wrong, after being close to KL and then I think I have a knack in the field for a little bit of welding for everything to do, that's why I was initially reluctant to focus on workshops. by myself, the focal point 10 years later the focal point."

Informant 3:

" If leg OK I go to work, pain so cannot work, I sales burger here until 5 at evening then after that my brother sent me home by car because I cannot seat at motorcycle...he will bring me home..."

The same answer was given by informants, where a strong impetus for business is a self-deprecating situation when working with an employer. Good physique helps the disabled to work without having to do business.

Informant 4:

"Aaa..we used modifiers for young kids for racing, what kind of illegal racing. But when. But I feel sorry for a lot of my friends, my customers who lost young kids, I feel guilty well. That's why I'm trying to emigrate from other fields to other places ... I'm trying

to get a lot of jobs as a temporary example.. I'm still my mechanic involved with agriculture ..."

"Family ... because with our children ... it's really like this ...we have the intention to change our lives... Aaa ... look at it ... if we have that intention...."

Informant 7:

"Yes. I used to stay in Kuala Lumpur, I think it was a shuttle Kuala Lumpur, my mom and dad used to stay there do business, I use to travel often back in 1990, when I started p Kuala Lumpur there, work at factory, factory making meter tools and work 6 years...owner of factory (taukey) died, when taukey died no one wanted to take over the factory closed then I made the last insurance with General for motorcycle but I but more to General la right, easy sales insurance, because need road tax people of course they want to get insurance, then after getting married I think don't want to stay in Kuala Lumpur then back from here 2010, after the stay here sometimes we go night market sales many kind of perfume ..."

Based on the same interview responses received, it is encouraging for a business person especially a person with disabilities to be affected by a variety of factors. Families are important to make a big impact in opening up their entrepreneurial involvement, even starting with small business.

Second research question: How does the situation affect the disabled entrepreneurs starting a business?

The results of the study are based on the research question; it shows that many factors influence the condition of an entrepreneur to start their business. One of the bigger impacts is having a mentor and explore business opportunity.

Informant 2:

"It's just needs time to accept that fact, not even once a year...Sometimes it can take 5 years..5 years not to accept any more... but sometimes we make a lot of friends...we see people other, as I'm motivated from others...he is not shy to go out of business sales "cucuq" is a very low income, 15 ringgit 20 ringgit if rain does not work ... he can work he can work hard, I have many advantages from him, I can't ... self-motivation. But people say they want to accept the conditions, it makes me think... that's what started it."

Informant 8:

Researcher: So I think about En. Shaufi's as a mentor?

I8: Yes, we only recently followed him to this opportunity, he just seemed to know us, if he was commercial ...

Answers given by the informant show that the same need to have a mentor. Mentor means a lot to them because it motivates them to take the first step in deciding to be involve in business than working with employer.

Informant 1:

"...hope that after we get him a food certificate, we will push him towards providing honey based products, cosmetics and food, food donation products he will be there, but we cannot see how we manage so fast, we has started since April 2012 is still eager for the proposal to create 1..."

Informant 7:

"...first time I married her I didn't sew, I do other business...I do all kinds of business, used the front store of the clinic, the front of the clinic, the front of the store, the sale of "jeruk" ...And after that do the "topup" business, sometimes it's hard to ask for help to open it, not to open it, sometimes to wait for somebody to open it please shut it off when the front of the house is trading there. It's a good place for the kids in the village but most of the villagers go out for lunch and then go to the grocery store for the villagers here, sell some groceries , after that the deliver to the members who there

was the day that we were going to buy, to buy the stock I use a lot of cost, the grocery store instead no matter what I tried to make clothes, I try to ask her for a bag, he says he is afraid he will not do it when we first try to see if we try to see how he has the potential to find someone to do it .. so we made a bag of tobacco and not even a tobacco bag for example..."

Informant 2:

"...since I was in the welding field so I could see that, he had a demand that he was a bit OK. Not only do I go to these workshops for other things, but those things are also manufacturing, maybe I'm majoring in slavery for business but also in related fields..."

Based on the answers given from the interview, it shows that, a good attitude of trying hard to explore opportunities is one of important keys of starting a business without worrying about failure.

Based on the results obtained, the first phase of starting a business is an important phase in determining whether a person is disabled or unable to survive and continue their business. It is not an easy task for starting a business. Therefore, it needs to go through the right channels and approaches in order to help people with disabilities to get involved in business. The right incentives and situations are contributing to more people with disabilities being involved in entrepreneurship.

CONCLUSION

In conclusion, dedication and situation make a huge impact on anyone with disabilities in starting a business, due to the constraints of physical conditions that prevent them from working normally under the supervision of an employer. Therefore, the efforts to encourage the disabled to work on their own through the business field and become entrepreneurs are helping these groups to develop themselves. Looking at the various aspects of disability can be a hindrance for anyone who is disabled to seriously engage in entrepreneurship. Therefore, the government and private NGOs need to focus more on encouraging efforts to increase inclusion for the disabled in business. Help from authorities with appropriate knowledge on business are also necessary as guidance and help in starting a business. Credits must also be given to the disabled entrepreneurs who are successful in engaging in business, as it is not easy for a disabled person to do business.

RECOMMENDATION

There are still plenty of opportunities for encouraging the PWD to involve in entrepreneurship and explore the opportunities. This paper is to offer perspectives on the starting of business setup in context of entrepreneurship.

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