

Table 2.2.2a (Appendix A)

Employment : Summary Statistics

	1990	1995	2000	2004	2007
Employed Female (’000)	2,510.3	2,690.0	3,340.9	3,731.3	3,926.0
Unemployment Rate Female (%)	5.4	3.8	3.2	3.8	3.4

Notes :

Employed :

All persons who, at any time during the reference week worked at least one hour.

Source : Department of Statistics, Malaysia

Table 2.2.2 b (Appendix B)

Literacy Rate

	1990	2000	2007
Literacy Rate (%) (age 15 years and above)	Female	Female	Female
	77.3	86.6	89.5

Note : Literate refers to population aged 15 years and above who ever been to school that is, those currently schooling and completed schooling.

Source : Malaysia's Gender Gap Index.

**UNIVERSITI MALAYA**

**Title** : **Innovation Management : A Study of Women Entrepreneurs in Klang Valley**

**Conducted by** : **Lim Ooi Wei (CGD070004)**

**Category** : **Woman entrepreneur – Sole Proprietor**

**Business nature** : \_\_\_\_\_

**Date** : \_\_\_\_\_

**Time** : \_\_\_\_\_

**Case** : ( )

**Interview questions**

1. Why do you want be a sole proprietor ?/ Why did you first become self-employed ?
2. How do you decide your business field ?
3. What is your main aim/objective for you to start your own business ?
4. Why do you choose this business nature ? Because of interest or is your expertise ?
5. How long your business has been started ?
6. How do you ensure your business can be continued ?
7. What are the problems/issues that you normally face ? (staffing, financial, suppliers)
8. How do you solve issues/problems that you face in your business ?
9. When there is a new idea, how do you decide to start it ? (conduct any survey/ consult any experts)
10. Do you encounter any risk when you launch a new product in your business ? How do you solve it ?
11. How do your solve your problem when you face any challenges in new products launching ?
12. How do you differentiate your business with other competitor in the same field ?

13. Will you change your business nature if you face many unsolved challenges in the current business ?
14. How do you decide to conquest a new source of supply of your products ?
15. How do you arrange the task within your business nature ? (based on experience/consultation)
16. What are the new ideas/innovation you have carried out in your business ? (product, process-method, service, activities)
17. What is the major factor (Why ? motivator ) for your to consider to start an innovation in your business ?
18. Do you think if better to team up with other partners when you face many challenges in your current business in order to get better solutions ?
19. Do you forsee any problem if you start an innovation in your business ?
20. When do you feel the need to innovate ?
21. How many ideas do you like to generate when innovating ?
22. How often are you likely to implement the ideas that you are involved in generating ?
23. How do you innovate ?
  - improving what you are doing by refining the operation of the organization
  - Aligning the organization's resources and needs
  - Finding ideas from outside t your organization or industry and implementing them within your organization
  - Ideas that no one else is doing
  - The production of the desired effects or results with minimum waste of time
  - Making sure the things we are doing are the right things to be effective
24. What particular barriers do women face in launching businesses?
25. What advantages does entrepreneurship offer women over working for someone else?
26. What disadvantages do women face as entrepreneurs
27. What innovative ideas have you had in your business ? Were you able to implement them?  
How were they innovative?
28. What do you typically do when you hear of a problem in your business ?
29. What is the primary force driving most in your entrepreneurship .?

**UNIVERSITI MALAYA**

**Title** : **Innovation Management : A Study of Women Entrepreneurs in Klang Valley**

**Conducted by** : **Lim Ooi Wei (CGD070004)**

**Category** : **Copreneurs**

**Business nature** : \_\_\_\_\_

**Date** : \_\_\_\_\_

**Time** : \_\_\_\_\_

**Case** : ( )

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**Interview questions**

1. Who initiate the idea of copreneurs ?
2. What is your main aim/objective that you want to start your business as a couple business ?
3. What is your biggest challenge in your business ? How do you solve ?
4. Who is the decision maker in start a new idea in your business ? Husband or wife ?
5. What is the major factor for your to consider to start a new thing in your business ?
6. Will you start your new idea in your business without your partner's consent ?
7. Did you do any survey before you start any new ideas in your business ?
8. Did you encounter any risk when you create an innovation (for e.g. launch a new product/service) in your business ?
9. How do you delegate the responsibilities among yourself ?
10. Do the staff understand who should they report to ?
11. How do you ensure your business can be continued ?
12. How do you decide to start a new branch for your business ? Do you discuss among yourselves?
13. What are the advantages do you obtain from your business as copreneurs ?
14. Will you change your business nature if you face many unsolved challenges in the

current business ?

15. How do you evaluate the success of your innovation ? (for eg. Sales revenue/ comments from the customers)
16. How do you differentiate your business with other competitors in the same field ?
17. How do you decide to conquest a new source of supply of your products ?
18. What types of projects (academic or otherwise) have inspired you in the past?
19. What are some self-directed missions that may have influenced your career direction?
20. What are some things that excite and motivate both of you in the business ?
21. In addition to the normal obstacles of starting a business, what other barriers do you face in your business ?
22. What innovative ideas have you had in your business ? Were you able to implement them ? Any issues do you face ? How were they innovative?
23. What do you typically do when you hear of a problem in your business ?
24. Do you face any issues in making decision because of different working styles ? How do you accommodate it/tem ?
25. What is your working hours ?
26. When do you think you need to create innovation in your service industry ?
27. When you face any unsolved problems, do you think of switch your business category to sole proprietorship ?
28. How do you innovate ?
  - improving what you are doing by refining the operation of the organization
  - Aligning the organization's resources and needs
  - Finding ideas from outside t your organization or industry and implementing them within your organization
  - Ideas that no one else is doing
  - The production of the desired effects or results with minimum waste of time
  - Making sure the things we are doing are the right things to be effective