

## SUPERVISOR & PANEL DECLARATION

“I/We hereby declared that I/we had read through this research study and in my/our opinion that this report is adequate in terms of scope and quality which fulfill the requirements for the award of Bachelor Technopreneurship with Honour (BTech)

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**EXPLORING THE ENTREPRENEURIAL MOTIVATION AMONG  
DISABLED COMMUNITY: THE CASE STUDY OF TUN RAZAK  
REHABILITATION CENTRE**

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The research is submitted in partial fulfilment of the requirements for the award of  
Bachelor of Technopreneurship with Honour (BTech)

Faculty of Technology Management and Technopreneurship  
Universiti Teknikal Malaysia Melaka

JUNE 2019

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## DECLARATION

“I declared that this report is the results by my own work except certain explanations and passage where every part of it is cited with sources clearly stated in References”

Signature .....

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## **DEDICATION**

I would like to dedicate this research to my beloved parents and siblings. Big appreciations to my family who always give me supports in term of moral, motivation, advice and financial. Next, I would not forget my friends that give motivation and keep support me. It will not be easy for me to go through the completion of my PSM without their concern and support. Their unconditioned love and encouragement have allowed me to strive and push myself beyond limits that never thought would be possible. With their support, I was able to complete this research paper smoothly. Thank you for always supporting me.

## ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and Most Merciful

Alhamdulillah thanks to Almighty Allah for his kind blessing to allow me to complete this Projek Sarjana Muda (PSM) successfully. I would like to take this opportunity to express my gratitude to Universiti Teknikal Malaysia Melaka (UTeM) for providing the chance for the students to do this PSM. There are lot of new and useful knowledge and experience I get throughout the time doing this PSM. Besides, I would like to express my sincere thanks to my supervisor, Dr Amiruddin Bin Ahamat for providing knowledge and always guides me in order to complete this report. He has guides and assists me from beginning until the end of PSM process. Without his help, this project would not be completed so successfully. I am truly thankful for my supervisor as well as to my panel, Professor Madya Haslinda binti Musa who advised me due to my mistake I made during the presentation. Without her, my mistaken would not be realized and most probably will cause to serious consequences. Last but not least, I would like to conclude my thanks to my parents and friends for their great support and help me whenever I faced difficulties in completing this project and willing to share their knowledge and information to me.

## ABSTRACT

For this research, it is about a study on exploring the entrepreneurial motivation factor among disabled community: the case study of Tun Razak Rehabilitation Centre. This research focused only for disabled community at the Tun Razak Rehabilitation Centre. This is because Tun Razak Rehabilitation Centre were assembling all the people who face the accident which is turn them from normal into disabled people. This study is want to know what the motivational factor for this people that go through the turning process from normal to disabled people to continue enjoy their new lifestyle. This study will show either this kind of people will enter the business field if they already finish their treatment at this centre. Furthermore, entrepreneurship can give many benefits to this community that do not get any employ. The challenges part for this community to enter the business field is the financial and knowledge issue. This research uses qualitative method that use interview to gain information. For motivational factor been classify to sociocultural forces, institutional forces and individual forces and been as to this community. This study will beneficial to the disabled community that face the same situation out there that do not have any motivation to continue their new lifestyle as disabled community.

Keywords: Disabled Community, Entrepreneurship, Motivation Factor, Disabled Entrepreneurship Challenges.

## ABSTRAK

*Untuk kajian ini, ia adalah mengenai satu kajian mengenai meneroka faktor motivasi keusahawanan di kalangan masyarakat kurang upaya: kajian kes Pusat Rehabilitasi Tun Razak. Penyelidikan ini hanya memberi tumpuan kepada masyarakat kurang upaya di Pusat Rehabilitaiton Tun Razak. Ini kerana Pusat Pemulihan Tun Razak sedang memasang semua orang yang menghadapi kemalangan yang menjadikan mereka dari biasa menjadi orang kurang upaya. Kajian ini ingin mengetahui apakah faktor motivasi bagi orang-orang ini yang melalui proses beralih daripada orang normal ke orang kurang upaya untuk terus menikmati gaya hidup baru mereka. Kajian ini akan menunjukkan sama ada orang jenis ini akan memasuki bidang perniagaan jika mereka sudah selesai rawatan di pusat ini. Selain itu, keusahawanan dapat memberi banyak manfaat kepada komuniti ini yang tidak mendapat pekerjaan. Bahagian cabaran untuk komuniti ini untuk memasuki bidang perniagaan adalah isu kewangan dan pengetahuan. Penyelidikan ini menggunakan kaedah kualitatif yang menggunakan temuduga untuk mendapatkan maklumat. Bagi faktor motivasi telah dikelaskan kepada angkatan sosiokultur, pasukan institusi dan pasukan individu dan telah menjadi komuniti ini. Kajian ini akan memberi manfaat kepada masyarakat kurang upaya yang menghadapi situasi yang sama di luar sana yang tidak mempunyai motivasi untuk meneruskan gaya hidup baru mereka sebagai masyarakat kurang upaya.*

*Kata kunci: Komuniti Kurang Upaya, Keusahawanan, Faktor Motivasi, Cabaran Keusahawanan Kurang Upaya*

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# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF STUDY

Nowadays many countries are experiencing or recovering from economic crisis, high unemployment rate and lack of jobs. This crisis also would affect the disabled community. As we know, disabled community have their own limitation such as paralyzed, limb cut, memory lost, and many more. In this situation starting one's business is becoming some people's choice. This is something that has brought success to many individuals and also created many employment possibilities for others. Motivating people to be entrepreneurs and set up new businesses for themselves helps the growth of the world economy. On the other hand, it motivates the entrepreneurs to participate in and keep improving the process of innovation and invention. Entrepreneurship is the training of starting new organizations or revitalizing mature organizations, particularly new businesses generally in response to detected the opportunities (Bruni, Gherardi and Poggio, 2004).

“Entrepreneurship is about cover up and exploitation of profitable business opportunities for the creation of personal wealth and, as a consequence, for the creation of social value”. Bolton and Thompson (2000), other often cited researchers, said that entrepreneurs “are people who, often habitually, create and innovate to create something of recognised value around perceived opportunities”. The entrepreneurship concept can be defining as an implicit market analogy, state Parkinson and Howorth (2008).

Disabled people and their families need to be empowered and take care of their needs in every part of their lives (Mpofu et al.2011). This means that people with disabilities and their families have a key role which will require participation to greater extent in various economic processes of their communities. For effective economic empowerment disabled people need to take part in empowering activities of their communities such as entrepreneurship. Participation by disabled people in this 21st century activity will improve the quality of life for people with disabilities but make the Millennium Development goal of reducing poverty by fifty percent in 2015 attainable by most developing countries (Sundin, 2011)

In conclusion, entrepreneurship will help all the disabled community to give them some motivation to continue their life after they losing the part of the body. Entrepreneurship will give them a hope to gain other benefits such as eager to be rich, eager to change their life, and many more.

## **1.2 PROBLEM STATEMENT**

According to Nadire Yimamu (2014) the motivation of person to be an entrepreneur is not just to fulfil the economy reason but they want to contribute to others. Different people have different motivation, perception of opportunity considerations, risk taker behaviour and decision making process. According to Ivan Stefanovic, Sloboda Prokic, Ljubodrag Rankovic (2010) what is the motivational and success factor of entrepreneur that will contribute to be the developing country. From this both research, researcher trigger wants to know how and what the motivational key that can make disabled community become the success entrepreneur.

According Eugene Tafadzwa Maziriri, Nkosivile Welcome Madinga (2016), challenges are not the same for all individuals in society. What is the challenges that been facing from disabled community to be an entrepreneur.

### **1.3 RESEARCH OBJECTIVE**

The main objective of this research is to examine entrepreneurial motivation towards disabled community at Tun Razak Rehabilitation Centre. Therefore, the following are the primary purposes of this study:

1. To identify the challenges to be disabled entrepreneur
2. To identify the motivational factor to be a disabled entrepreneur

### **1.4 RESEARCH QUESTIONS**

In order to achieve the research objectives, the researcher should come out with the research question as a guideline to conduct this study. The following are the research question:

1. What are the challenges for disabled community to be a disabled entrepreneur?
2. What is the motivational factor to be a successful disabled entrepreneur?

### **1.5 SCOPE OF STUDY**

Scope of this study is to know the sociocultural forces, institutional support forces, and individual forces will motivate the disabled community at Tun Razak Rehabilitation Centre (TRRC). The researcher choose TRRC because of it was the only one rehabilitation centre at Malaysia that merging all the disabled people to train them to adapt to their current physical and train them how to adapt the new employment with their new abilities. The researcher finds a lot of disabled people there have their own talent. By using their talented such as sewing, craft design and many

more. They can start a small business to gain profit by using their talent. The researcher wants to know how far they know to start up the business.

TRRC only take the patient that allocated their some of salary at social security organization. The patient will get some reparation on their accident. From this part, researcher know that all disabled people at TRRC have some amount of money that they can used. Researcher found that they will use that money for the rest of their life, but they must know that they will run out of money. The researcher will approach and ask them knowledge how to start up the business.

The researcher will be doing the interview session with the certain disabled people and do some survey about the life of the disabled community.

## **1.6 LIMITATION**

In order to complete this research, a few limitations are already being identified. The first limitation is the time taken to complete this research. The data collection from the interview session will take a long time to conduct because of the procedure making the appointment. We have to construct the a few interview question that can be adapt by the disabled people and make sure that the question is suitable and align with the research objective. Furthermore, the place that researcher want to do the interview and survey session must have the permission from the Centre. This part will need more time to collected the answer from the disabled people at Tun Razak Rehabilitation Centre (TRRC). Thus, I have to manage my time wisely and get everything done on time. Next, the cost that been use to do the research which is transportation cost, and printing cost. Then the data can be applicable only at the Tun Razak Rehabilitation Centre (TRRC).

## **1.7 IMPORTANCE OF THE STUDY**

This research paper will explore more about motivation factor that affected disabled entrepreneurship in Tun Razak Rehabilitation Centre. This research could be guidelines for disabled people to motivate their self to be an entrepreneur and help them to prepared what they will face once they start to be an entrepreneur.

## **1.8 SUMMARY**

At the beginning of this chapter, the introduction of the topic and the background of the topic is stated. Furthermore, the research question and also research objective has been identified in this chapter. The research objective will be used throughout the entire research in order to gain the objective we hoped.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter will discuss about previous literature review consist of study about entrepreneurial motivation among disabled community from previous research. This chapter also will discover about disabled entrepreneur, the reason why they choose to be disabled entrepreneur and also will discuss about the entrepreneurial motivation that drive them to be an entrepreneur.

#### **2.2 OVERVIEW TO ENTREPRENEURSHIP**

Researcher summed up that entrepreneurship is involves planning and organizing small business ventures through the mobilization of people and resources to meet people's needs (Amiri and Marimaei, 2012). According to the Otilia Cadar and Daniel Badulescu 2015, Entrepreneurship is all about initiative, innovation, taking decisions, being responsible on what the risks taken regarding the economic activities by a certain person that possesses a certain capital. Entrepreneurship start with action and creation of new organization. This organization may or may not become self-

sustaining and in fact, may never earn significant revenues. (Anurag pahuja, 2015). Entrepreneurship is an idea with a significant difference kind of viewed, if view it from the angle of the ability of an entrepreneur to see a social problem that can be handled as a potential business opportunity whether it is profitable or disadvantage (Rozali *et al.*, 2018). Entrepreneurship drives innovation and technical change, and will generates economic growth (Schumpeter, 1934). Entrepreneurship is an important step by which new knowledge is converted into products and services (Shane & Venkataraman, 2000). Back to the traditional definition, entrepreneurship is the new business creation is being replace with a wider meaning that is entrepreneurial activities within self-employment, employment, social enterprise and life (Sharon McGreevy,2015). Entrepreneurship is same as to small and medium sized enterprises (SMEs), which are the main developing force of the increases the market economies (Stefanovic, Prokic and Rankovic, 2010).

In conclusion, entrepreneurship is involved the planning and organizing small business ventures through the mobilization of people and resources to meet people's needs. (Amiri and Marimaei, 2012).

### **2.3 OVERVIEW TO THE DISABLED COMMUNITY**

Disabled community is the peoples with disabilities have been very critical of both the medical model and the rehabilitation model (Kaplan, 2000). Research in early, disabled entrepreneurship demonstrated that it is more expensive to create entrepreneurs from the disabled population because people with disabilities live in a state of high vulnerability (Gartner et al 1987). People with disabilities are hard to get the job and face a lot of difficulty to enter job markets opportunity. (Rozali *et al.*, 2018). Disability is any restriction or the use of the ability to perform an activity in the manner or within the range considered normal for a human being (Classification, 1980). According to The Sun Daily (2017), As many as 443,541 disabled persons (OKU) have registered with the Social Welfare Department as of October this year,

said Deputy Minister of Women, Family and Social Department Datuk Azizah Mohd Dun.

The type of disability has taken hold as the disability rights and independent living movements have gained strength. This kind of element regards disability as a normal aspect of life, not as a deviance, and rejects the notion that persons with disabilities are in some inherent way "defective".(Kaplan, 2000). It can be known how make these persons with disabilities increased employability through different programmes and training should be ensured. Employers should be known of the possibility of adaptations of the workplace and working environment, and persons with disabilities should be encouraged to become actively involved in seeking work (Action Programme for Persons with Disabilities 2014–2021). Lack of customarily expected activity performance and behaviour, and these may be temporary or permanent, reversible or irreversible, and progressive or regressive. Disability is related with abilities, in the form of composite activities and behaviours, that are generally accepted as essential components of everyday life. It can be included interrupted in behaving in an appropriate manner~ in personal care (such as excretory control and the ability to wash and feed oneself), in the performance of other movement of daily living, and in locomotor activities (such as the ability to walk) (Classification, 1980).

In conclusion, disability community can be identify as person who have very critical of both the medical model and the rehabilitation model (Kaplan, 2000). Disabled community is the community that faced the hard of go through their life with some fixed problem to their body.

## **2.4 OVERVIEW OF THE ENTREPRENEURIAL MOTIVATION FACTOR IN DISABLED ENTREPRENEUR**

Motivation factor of disabled entrepreneurs is encouraging them to self-employment or entrepreneurship. Among the obstacles are always barriers for people with disabilities to get a job are like discrimination, lack of facilities for people with

disabilities as well as employers' perceptions (Rozali *et al.*, 2018). Other researcher also said it can be divided into four categories: Extrinsic rewards, independence/autonomy, intrinsic rewards and family security. (Stefanovic, Prokic and Rankovic, 2010). Motivation is related to entrepreneurship; it is not clear how opportunities affect this relationship. (Shane, Locke and Collins, 2003). Entrepreneurial motivation represents another goal orientation, such that different goals of identifying opportunities, uncovering new value, or developing new business are all consistent with entrepreneurially motivated selling (Rajabi *et al.*, 2018). In conclusion, researcher concludes the research with three point of motivation which are individual, sociocultural, and institutional support forces.

#### **2.4.1 INDIVIDUAL FORCES**

The researcher found that microenterprise owners in West Africa were motivated by a desire to satisfy basic needs such as food and shelter (Stefnovic, Prokic and Rankovic, 2010). The motivation to being in the business world is all about the previous life career or based on the individual experiences (Ahamat, 2013). In their study based on entrepreneurs from West-Africa found that the most motivate them is to satisfying basic needs, such as food and shelter. Researcher found in Ghana and Kenya that individuals who start up the business to increase their income and create jobs employment. (Segal *et al.*, 2012). Entrepreneur will run the important role as a second invisible hand responsible to society by giving innovative solutions for social problem (Rozali *et al.*, 2018). Ahamat (2018) said knowledge is an important ingredient that enhances the ability to take action to recognize opportunity. In Malaysia, there have a lot of people be an entrepreneur because of their background such as need to survive with certain amount of money and they start up the business with their money.

## **2.4.2 SOCIOCULTURAL FORCES**

In their previous study of Vietnamese entrepreneur found that challenge and achievement were more high motivators factor than necessity and security. A study of entrepreneurs in Kenya and Ghana found that the strongest two motivators were to increase income and create the job employment platform. (Stefanovic, Prokic and Rankovic, 2010). Other research also said the same thing, which is the research already be confirmed by studies in African LDCs, who studied the entrepreneurial motivation of their local entrepreneurs, and found that money has high demand and is the most important necessity driver. (Segal *et al.*, 2012). The study also views the role of entrepreneurial cultures in the technology transfer process. This kind of circumstances, the research activities are undertaken among external institutions or new ventures and it is positive. Eventually, this helps to leverage the students' learning flow and thus leads to newly created activities that may generate profit opportunities (Ahamat, 2018). In Malaysia, we know there have a lot of company that use the technology transfer to finish the work such as manufacturer company use this kind of technology to make sure that the standard of the installation of the part.

## **2.4.3 INSTITUTIONAL SUPPORT FORCES**

The government in helping to promote and give exposure to the entrepreneur with disabilities is important to sees such a great platform to add value not only to their own group of disabled peoples but also to the community. The government has taken various initiatives in order to help people with disabilities to tackle the barriers to employment such as establish policies and laws encourage joining the government or the private sector (Rozali *et al.*, 2018). In Romania, profit and job security needs were stronger motivators than self-satisfaction and personal needs. On the other hand, entrepreneurs in India were most strongly motivated by the desire to became

the autonomy and then to increase their income. In Turkey, entrepreneurs are motivated to start up the business to provide security for themselves and their family (Stefanovic, Prokic and Rankovic, 2010). Researcher refers to the poor economic and environmental situation which forces individuals to struggle to survive and motivate them to become an entrepreneur. (Segal *et al.*, 2012). According to Ahamat (2013), due to the non-observability of the construct of entrepreneurial opportunity, researchers have had to examine proxy measures in the effects of political changes. However, changes of the political may affect the entrepreneurial activity in the form of new firm creation. As an example, the changes of political leadership in Malaysia, researcher have found some changes in the country's future ambition. At that time, Tun Dr. Mahathir Mohammed more focused on policies to enhance the information and communication technology (ICT) sector through the new idea of the multibillion dollar project of the Multimedia Super Corridor (MSC), while the focused already success they start focused on enhancing the agricultural sector by emphasizing biotechnology as one of the tools of economic growth.

## **2.5 OVERVIEW TO THE CHALLENGES OF DISABLED ENTREPRENEUR**

Entrepreneur with disabilities will become agents of intermediate action to ensure that people with disabilities are not left out in the same boat, and even contribute back to society in the context of larger social entrepreneurship impact (Rozali *et al.*, 2018). Self-employment is more of a suit for disabled entrepreneurs and not having a job is huge push. For some people it fulfils the basic need which is to earn money, but for others it is their only option as self-employment is flexible and able to fit around their disability (July, 2010). self-employment for disabled people is significant from a number of different policy perspectives inter alia, promoting entrepreneurship among disadvantaged groups, narrowing the gap in employment rates between disabled

people from the rest of the population and preventing social exclusion (Viriri and Makurumidze, 2014). Within most entrepreneurship theory and research, there no seems any definition for disability; most theories assume that entrepreneurs are able people (Naheed, 2009).

The first step is to convert a disabled to successful entrepreneurs with disabilities and at the same time makes successful social entrepreneurs with disabilities who can contribute to society, where previous years disabled person who are subject to the social mission of the business is not yet come into force (Rozali *et al.*, 2018). Then, to stimulate entrepreneurship it is imperative to know the challenges that affect entrepreneurs in order to tackle the challenges and promote new policies and measures to create new business ventures. There have different Challenges is for all individuals in society. Martins (2004) assert that although some obstacles are common to all people, some groups find specific obstacles, namely women, young people, people with disabilities, ethnic minorities, unemployed and people living in rural or distressed areas. (Viriri and Makurumidze, 2014).

### **2.5.1 ACCESS TO START-UP CAPITAL**

Maziriri and Madinga, (2016) state that lack of access to financial are regarded by potential entrepreneurs as main hindrances to business innovation and success in improve the economies. Disabled people often experience how hard to find the financing for new start-ups due to limited personal financial resources (savings, home ownership) and they are poor in education, lower employment rates and the concentration of disabled employees in low-paid occupations; poor credit rating after long-term benefit receipt; discrimination on the part of banks; lack of accessible information on sources of grants and loans (Boylan & Burchardt, 2002; Foster, 2010). Viriri and Makurumidze, (2014) emphasized that access to capital and short of customers as the two major barriers to self-employment by people with disabilities.

### **2.5.2 LACK OF ENTREPRENEURIAL EDUCATION AND SKILLS**

According to Maziriri and Madinga (2016), South Africa does not suffer from a lack of creative spirit, but rather a lack of business education and entrepreneurial skills that can empower individuals in an enabling environment. One of the environmental factors that have given to the entrepreneur success is an educational and short-term training program (Viriri and Makurumidze, 2014). Disabled entrepreneurs need training in terms of the idea document such as business plan preparation, strategic planning, decision making, negotiation, pricing, market penetration, organization and management, management of the workforce, and handling of cash-flow among other issues (Viriri and Makurumidze, 2014). Disabled people often short of specialist business management, legal and financial expertise due to limited relevant education and employment experience might feel at a disadvantage (Maziriri and Madinga, 2016).

### **2.5.3 DISCRIMINATION**

Maziriri and Madinga, (2016) define discrimination as distinguishing unfavourably; or the detection of the difference between one thing and another. According to Marumoagae (2012) discrimination against disabled community is one of the worst social stigmas that society has not been able to overcome. Author points out that discrimination against people with disabilities is as a result of negative attitudes, short of knowledge and awareness. People with disabilities are regarded as people who cannot give something, are dependant and always wait to be helped (Uromi & Mazagwa, 2015). These impressions can foster discrimination when disabled entrepreneur run their businesses as people without disabilities will be viewing them as inferior.