

Analysis of Interviewing Experts in Weightage for Start-Up Business Factors of Edible Bird Nest Swiftlet Ranching Industry

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Abstract

In Malaysia, Swiftlet nests have become one of the major agricultural commodity exports. There are many entrepreneurs who face problems in the swiftlet nest farming industry so they cause a lot of losses. The aim of the research is to find the weightage in start-up business factors in edible bird nest ranching industry. A total of eight participants among academic, veterinary and entrepreneurs will be chosen for interviewing to find the weightage of the start-up business factors. The findings showed the weightage of the start-up business factors can be found in the interview. By using the weightage of the start-up business, the system of start-up business factors in edible bird nest ranching industry will be developed.

Keyword: Weightage, Start-Up Business Factors, Edible Bird Nest, Swiftlet Ranching Industry

1.0 Introduction

In Malaysia, Swiftlet nests have become one of the major agricultural commodity exports. As of the end of 2007, it is estimated that there are more than 20,000 premises of this bird in Malaysia (Idris, Abdullah, and Abd-Rehman 2014). The ability of collection has traditionally to accommodate rising demand and high supply prices has led entrepreneurs to take initiatives to increase production. Therefore, they make constructions to lure birds by making nests in artificial habitats (Martin, 1993). The initial initiative of building swiftlet houses was started in Indonesia in the 1980s to take advantage of the high demand and rising prices in the Chinese national market (Connolly 2016). Among the main factors of this surge in demand was China's open economic policy implemented by Chinese leader at the time Deng Xio Peng (Hao and Rahman 2016). The result of this policy is an increase in income and consequently an increasing purchasing power of the Chinese people. The released economic statistics show that the per capita income of the Chinese people has increased almost 16 times in two decades from RMB1,634 in 1990 to RMB25,866 in 2009 (Vaiappuri et al. 2012).

However, there are many entrepreneurs who face problems in the swiftlet nest farming industry so they cause a lot of losses (Rafi et al. 2015). Some factors such as the lack of guidance in swiftlet farming, many entrepreneurs have failed in their business. This is because, some entrepreneurs have little knowledge and they are more likely to entrust completely about design and care to their contractors or consultants (Kamaruddin, Ismail, and Ahmad 2019). A number of entrepreneurs are easily fooled by trusted consultants on previously managed swiftlet care. There are several environmental factors that influence the development of swiftlet breeding, namely complicated procedures and treatment of farms (Rabu, Abidin, and Nazmi 2013). Furthermore, the problem of swiftlet settlements built near residential areas and conventional downtown activities caused disruption in the swiftlet farming business (Hong, Choy, and Kiat 2005). This has caused many locals to voice complaints about the noise and faces of birds that interfere with their daily activities. They also claim that many swiftlet breeders allow tweeters (speakers to attract swiftlets) to operate without the consent of the surrounding area (Creighton Paul 2016). As more and more failures and environmental impacts from swiftlet farming to society, the government began to arrange appropriate legal guidelines and regulations to educate and expand the development of this swiftlet industry in Malaysia. In addition, the biggest issue in the Edible Bird Nest Swiftlet Ranching Industry is that 80% of entrepreneurs involved in this industry fail because they do not have knowledge of the cost of start-up business. The starting cost to start this industry is a major issue as it involves high risk (Wan Khairy, 2016). Similarly, in terms of entrepreneurship and personal knowledge of the Malays viewed as obstacles to the factors in starting up a business (Wan Khairy, 2016). The issue of lack of innovation in enterprises is also one of the factors that make some entrepreneurs fail to achieve their goals while starting up their business.

Before begin the business or to become entrepreneur, it is important to manage the start-up business for its early phases of development. This is because entrepreneurship and entrepreneurs are inextricably linked to the notion of a start-up. Furthermore, it is the carrying out of new combinations of company structure such as new goods, new services, new sources of raw material, new techniques of production, new markets, and new forms of organization as mentioned by Schumpeter (1942: 81-86). Moreover, in the new century, the ideas, abilities, skills, and knowledge that support entrepreneurship are visible in individuals all around the world, but notably in today's generation. This is a departure from earlier eras, when the dynamics of economic expansion favored more established business people from the corporate sector.

Many entrepreneurs of swiftlet ranching industry are facing the fail in this business. There are several problems identified that result in more than 30% failure (Ministry of Agriculture, 2019) in the bird's nest industry due to lack of proper information in start-up business factors. Before start this business, the entrepreneurs need to check and balance their readiness. The readiness of the entrepreneurs is better if they can use the system or tool to check it. Before the tool or system has been developed, the weightage of the start-up business factors is needed to be found (Adnan A.A., 2012). Therefore, by using the system or tool will be advantage to entrepreneur for reducing the failure in this business. The purpose of this study is to review existing research on the overview of EBN swiftlets ranching industry in Malaysia entrepreneurs, as well as the factors of start-up businesses in Edible Bird Nest Swiftlets Ranching Industry in Malaysia.

2.0 Literature Review

2.1. Factors of Start-up Business for EBN Swiftlets Ranching Industry in Malaysia

There are many factors of start-up businesses in Edible Bird Nest Swiftlets Ranching Industry in Malaysia in the past study but the relevant factors are chosen to increase the production. The factors are innovation, knowledge, capital, government support, employee, marketing strategy, strategic location, threats of swiftlets and tools for EBN farming.

2.1.1 Innovation

Many entrepreneurs for Edible Bird's Nest industry have faced challenge for starting up their business or their ongoing ventures. Most of them realize that many procedures are identical, and want something that different from others, they can discover extremely profitable niche markets to innovate without the need huge investments (Kim, Kim, and Jeon 2018). This led many companies to come into the world of designing the products for innovations, although this is traditionally known for the aesthetic appearance of products, but it is the primary objective in order to promote maximum well-being in people's lives. Innovation process allows even a number of methods, tools and techniques that can be used for different steps to increase the number of new products and services (Badzińska 2016). The design proposes a process in which companies can look the same context with a new perspective, so that a start-up is not only driven by the marketing of new technologies, but driven by new meanings to promote products and services, since the consumers do not buy more exclusively by the impulse of the aesthetic quality of products, but their decisions include criteria emotional, social, cultural and psychological and usability (Okrah, Nepp, and Agbozo 2018).

2.1.2 Knowledge

Knowledge wields power in this new era because it can govern access to opportunities and development. In reality, people almost use the available advanced in information, business and technologies for their daily usage (Kamaruddin et al. 2019). Globalization has introduced numerous current trends, and businesses must adapt to them as fast, simply, and painlessly as possible in order to stay competitive. Companies have begun to manage and enhance intellectual resources after understanding their importance. As a result, knowledge management as a notion of organisational knowledge focused at the efficient application of knowledge to make quality decisions has become increasingly important. People have a crucial part in this notion. Intellectual resources and first-class knowledge contribute to the company in the form of revenue contributions from products and services, the preservation and enhancement of reputation, the reduction of operating costs, the creation of barriers to entry for potential competitors, and the creation of innovation (Wan Khairy, Yaccob, and Abdullah 2015). Organizational success is primarily dependent on-going investment in learning and obtaining new information in order to establish new companies and enhance current ones. The balanced scorecard, as a strategic management tool, is extremely useful in these procedures.

2.1.3 Capital

One of the most fundamental for the start-up business are the capital structure. Nowadays companies face a huge variety of challenges affecting their market value. Small and Medium enterprises act as catalysts in the economic development of the developed and developing countries. Developing countries like Malaysia that require sustained economic growth in their economies must pay attention to the SME sector and harness the great potential to generate employment, improved local technology, output diversification, developed indigenous entrepreneurship and forward integration with large-scale industries that can be provided by the sector. Unfortunately, the SMEs for EBN industries have underperformed despite the fact that the SMEs in Malaysia constitute more than 90% of EBN businesses, their contribution to the nation's GDP is below 10%. This very low percentage contribution of the SMEs to Malaysia's GDP could be attributed to amongst others; unfriendly business environment, poor funding, low management skills and lack of access to modern technology. Consequently, a solution is required to conduct company activities in a cost-effective and efficient manner, but changing business conditions have added to the obstacles and demands. As a result, methods and solutions diverge from the norm (Ehrenfield, 2008). Fundamental and technological changes are required in the business world, and these changes occur not only in the cost structure but also in the culture of business models. Keuschnigg (2004) venture capital plays a role in developing innovative business models that are thought to help start-ups expand quicker and provide value. Furthermore, the outcomes of work and innovation created are superior to traditional company methods. Venture capital may be viewed as a crucial link in the chain of company continuity.

Analysts or internal venture capital parties will perform analysis and selection of start-up firms before investing in them. According to Ramdhan (2016) said that venture capital's funding process is distinct from that of other financial businesses and is regarded to be high risk, necessitating further research before opting to participate in start-up firms.

2.1.4 Government Support

The government's support plays important role for business. SMEs play a considerable role in a country's economic growth through the creation of new businesses as well as expanding the current businesses to new markets. Statistics showed that this type of business has contributed significantly (64%) to the United States' gross domestic product (Astrachan and Shanker, 2003). Likewise, in Malaysia, SMEs have been the backbone for the country's economic growth that contributed 37% to the GDP in 2010 (Kumar, 2009). It is also expected that SMEs will contribute to the country's GDP to 40% by 2020 (New Sabah Times, 2011). In this regard, SMEs are widely seen as a critical tool to solve current economic issues such as unemployment and industry stagnation (Fakhrul and Wan Norhayate, 2011).

2.1.5 Skill Employee

A firm can achieve a competitive advantage when they have employees that are valuable and well organized. Companies that do a superior job of managing their employees through increasing their knowledge, developing their skills and improving their capabilities add value to the organization (Bhojaraju, 2005). Managers must develop strategies for recognizing and hiring the finest talent obtainable. Once they hire these individuals, they must make them valuable assets to the company. They must then develop these employees in ways that are specific to the needs of the company, encouraging them to generate new ideas while familiarizing them with the company's strategies. Employee management is an essential function within a company both traditionally, and more importantly, strategically (Management and Business n.d.). Before a company can plan for its needs, it must be aware of its organizational goals and strategy. If managers are to increase productivity, reduce costs, and improve their organization's competitive advantage, they must focus on how to increase the skill (Isa, Ugheoke, and Noor 2016). They need to create an effective compensation plan, focus on motivating employees, become good leaders, recruit and hold on to qualified personnel, develop effective training programs, reward and take care of their employees, promote change, and create an environment that supports the employees

2.1.6 Marketing Strategy

The goal of competitive strategy is to achieve a long-term competitive advantage (SCA) and therefore improve a company's performance (Bharadwaj, 1993). One of the main goals of marketing strategy is to improve a company's long-term financial success. As a result, a competitive marketing strategy may help a company enhance its financial performance by gaining long-term competitive advantages. For a resource/skill to be a source of SCA, it must meet four criteria (Barney, 1991). This must be valued; it must be uncommon among rivals; it must be imperfectly replicable; and there must be no strategic equivalents for this resource talent. SCA sources lead to a competitive positioning advantage (differentiation and low cost). Long-term market and financial success are enhanced by the maintenance of positioning advantages. Recognizing connections between parts of the marketing mix as well as analysing the influence of competition and market circumstances on marketing mix formulation are all part of developing competitive marketing strategies. A model (Carpenter, 1987) The link between product quality levels, promotion expenditures, and pricing has been described, and the influence of industry structure on the formulation of marketing mix has been assessed. Relationship marketing acts as a moderator for the preservation of positioning advantages by influencing the impact of competitive and market factors on the marketing mix composition.

2.1.7 Strategic Location

The location selection factor gives a competitive advantage to *Bumiputera* entrepreneurs to get involved in this industry as they still control several strategic locations and have *Bumiputera* privileged status related to land ownership and selection (Zedadra et al. 2019). Furthermore, the importance of location selection is among the most important characteristics for success in this enterprise. Location can be broken down into several aspects such as good location, saturated location and weather according to the frequency of these elements (Wan Ibrahim and Yaacob 2019).

2.1.8 Threats of Swiftlets

Analysing the threat of wallet birds is very important in this company. Among the threats that need to be emphasized are the high prices of land and building materials. The selling price of land has become very high, making it difficult for swallow nest entrepreneurs to develop a swallow nest business. In the estimation of the population affected by the rainy and hot seasons, the populations of swallows in buildings A and B are very different in size. Rainy season/at harvest time is obtained 120 grains/kg so that the total population of swallows in building A is obtained by multiplying the number of pieces at harvest time so that there are 12000 birds, and in building B, 125 grains/kg so that the population of building B is obtained by multiplying the number of pieces at harvest time so that there are 12000 birds, and in building C, 125 grains/kg so that the population of building C is obtained by multiplying the number of pieces at harvest time so that, there were 2184 tails harvested from the nests. According to Hakim et al. (2011), the number of building bird populations A and B decreases during the summer. This is because wallet bird feeders are plentiful during the rainy season, while during the dry season, the insect population plummets due to drought in vegetated areas and breeding waters.

2.1.9 Tools for EBN Farming

Swiftlet breeding is a difficult process. The birds themselves are extremely sensitive to humans and need special attention in order to build a high-quality nest and increase productivity (Zedadra et al., 2019). More than 1,500 swiftlet farms have been developed in Sarawak, Malaysia, but none of them have real-time monitoring (Han and goleman, daniel; boyatzis, Richard; Mckee 2019). Therefore, the need of tools such as electrical equipment such as humidifiers, audio systems, clocks, thermometers, and humidity testers are important to sustain in this industry (Wan Ibrahim and Yaacob 2019).

3.0 Methodology

Qualitative approaches were held via interview method. Interview is about to find the factors of how success in this field and to know the weightages of the factors. The interview was conducted to 3 categories with each category represented by one academic, one veterinary and six entrepreneurs. According to Rabiee (2004), the number of participants between six to eight are enough to achieve numerous perspectives, while the optimum number for the participants involvement in interview is between eight participants to show a greater potential in interviewing such topic (Krueger & Casey, 2000). The information from the interview about factors in start-up business and weightage of the factors will indicate the success in edible bird nest swiftlets ranching industry. The value of weightage result for each factor will be taken as data for deciding the next step of the research.

4.0 Findings and Discussion

According to the interview of the expertise to success in the edible bird swiftlet ranching industry is needed a few factors to be followed. The factors also are needed to depend on ranking which are according the weightage of the important factors must be sufficient at the first stage before to the other factors. According to Table 1, it showed that the factor of start-up business based on the ranking weightage by the participants' interview. The basic factors are Knowledge, capital, strategic location, threats of swiftlet, and tools for edible bird nest (EBN), government support, strategic marketing, skill employee and innovation. There are few factors had been given to start-up business such as Design bird house (based on swiftlet habitat Design bird house (based on swiftlet habitat) Structure Swiftlet bird house but the factors are included in tools for EBN, System organization is not important because the entrepreneur has three to five employee and included in employee organization (A. Rahman, M. et al., 2019 and 2020). The aim of the study needs to determine the weightage items by interviewing expertise consisting of six entrepreneurs, one veterinarians and one academic. The reasons of using the weightage because to use the composite index formula to construct the formula for start-up business in swiftlet ranching industry. Therefore, from the interview we can decide

the weightage such as the ranking number one means weightage number nine because there are nine items and one item has been removed. So that means ranking number one becomes number eight for weightage. Based on Table 1, the factors of start-up business in weightage ranking by participants' interview has been analysed with is according to high weightage to low weightage as in Table 2. Table 2 showed that seven of participants have given

knowledge is the first stage, seven of them choice capital for second stage, six of them choice strategy location for EBN for third stage, six of them choice treats of swiftlet for four stage, tools for EDN choice by six participants for fifth stage, government support choice by five participants for the sixth stage and strategy marketing choice by five participants for seventh stage and skill employee choice by five participants for eighth stage. The participants choose innovation only two and it showed that the percentage less than 50% will remove from the factors of start-up business in edible bird nest ranching industry. Innovation factor is not affecting their production to produce more bird nest (A. Rahman, M. et al., 2018).

According to find the weightage of every factor, Table 1, Table 2, Table 3 and Table 4 will give solution in finding the weightage for start-up business index for endible bird entrepreneurs nest in ranching industry.

Table 1: Factors of Start-Up Business in Weightage Ranking by Participants' Interview

	LIST OF PARTICIPANTS							
	EN. AB. RASHID (A)	DR SALLEH ISMAIL (B)	EN. MOHD HAFIDZ SALLEH (C)	EN. MOHAMMA D SYARIFF (D)	EN. JUARSHAD, VETERINAR (E)	MUHAMMAD AHSANUL HUSNA BIN RUSLAN (F)	WAN HARITH IZUDDIN BIN WAN MOHAMAD (G)	DR. BAHSHARUD IN BIN MOHD SHARIF (H)
FACTORS AND THEIR RANGKING	1) Capital 2) Knowledge 3) Strategic location 4) Threats of Swiftlet 5) Tools for EBN farming 6) Government support 7) Strategic Marketing 8) Employee	1. Knowledge 2. Capital 3. Strategic location 4. Threats of Swiftlet 5. Tools for EBN 6 Government Support 7. Strategic Marketing 8. Employee 9. Innovation	1) Knowledge 2) Capital 3) Community Swiftlet bird house 4) Threats of Swiftlet 5) Tools for EBN 6) Strategic Marketing 7) Government Support (it comes later) 8. Employee	1) Knowledge 2) Capital 3) Strategic Location 4) Design bird house (based on swiftlet habitat) 5) Tools for EBN 6) Government Support 7) Threats of swiftlet 8) Security 9) Employee	1) Knowledge 2) Capital 3) Strategic Location 4) Structure Swiftlet bird house 5) Habitat (Temperature, humidity, lighting, Sound) 6) Threats of swiftlet 7) Strategic marketing 8) Tools for EBN 9) System organization 10) Government Support	1. Knowledge 2. Capital 3. Strategic location 4. Tools for EBN 5. Threats of Swiftlet 6 Government Support 7. Strategic Marketing 8. Employee 9. Innovation	1. Knowledge 2. Capital 3. Community Swiftlet bird house 4. Threats of Swiftlet 5. Tools for EBN 6 Strategic Marketing 7. Government Support 8. Employee	1. Knowledge 2. Capital 3. Strategic location. 4. Threats of Swiftlet 5. Tools for EBN 6 Government Support 7. Strategic Marketing 8. Employee

Table 2: Percentage and Weightage of Factors Start-Up Business in Edible Bird Nest Ranching Industry

NUMBER	FACTORS OF START-UP BUSINESS IN EDIBLE BIRD NEST RANCHING INDUSTRY	NUMBERS OF THE PARTICIPANTS	PERCENTAGE	WEIGHTAGE	NEW WEIGHTAGE (AFTER DEDUCTION OF INNOVATION FACTOR)
1.	Knowledge	7	87.5%	9	8
2.	Capital	7	87.5%	8	7
3.	Strategy Location of Edible Bird House	6	75%	7	6
4.	Treats of Swiftlet	6	75%	6	5
5.	Tool for Edible Bird Nest	6	75%	5	4
6.	Government Support	5	62.5%	4	3
7.	Strategic Marketing	5	62.5%	3	2
8.	Employee	7	87.5%	2	1
9.	Innovation	2		Less Than 50% = remove from the factors of start-up business in edible bird nest ranching industry	Nil

From Table 2, the weightage of every factor of start-business of edible bird nest in order ranking as given Table 3.

Table 3: Weightage of Factors of Start-Up Business of Edible Bird Nest in Order Ranking

NUMBER	FACTORS OF START-UP BUSINESS IN EDIBLE BIRD NEST RANCHING INDUSTRY	FACTORS OF START-UP BUSINESS IN ORDER RANKING	WEIGHTAGE
1.	Knowledge	1	8
2.	Capital	2	7
3.	Strategy Location of Edible Bird House	3	6
4.	Treats of Swiftlet	4	5
5.	The Role of Building Design and Maintenance	5	4
6.	Government Support	6	3
7.	Strategic Marketing	7	2
8.	Skilled Employee	8	2

According to formulation in composite index the weightage is in total or sigma form but in Table 3, the weightage of every factor is not total $\sum_{i=1}^n Wi$ and to find the total of weightage for every factor by using the average of numbers of participant which chosen knowledge, capital, strategy location, treat of swiftlet , role of building design and maintenance, government support, strategic marketing and skill employee. The average weightage of every factor in total $\sum_{i=1}^n Wi$ can be found as in Table 4. Table 4 will give new live for edible bird nest entrepreneurs to find the readiness in this business.

Table 4: Average Weightage of Factors of Start-Up Business in Edible Bird Nest Ranching Industry

NUMBER	FACTORS OF START-UP BUSINESS IN EDIBLE BIRD NEST RANCHING INDUSTRY	NUMBERS OF THE PARTICIPANTS (Total Participant in interview are 8)	AVERAGE WEIGHTAGE	AVERAGE WEIGHTAGE $\sum_{i=1}^n W_i$
1.	Knowledge	7 (7 participants had chosen knowledge in ranking number 1)	7/8	0.875
2.	Capital	7 (7 participants had chosen knowledge in ranking number 2)	7/8	0.875
3.	Strategy Location of Edible Bird House	6 (7 participants had chosen knowledge in ranking number 3)	6/8	0.75
4.	Treats of Swiftlet	6 (7 participants had chosen knowledge in ranking number 4)	6/8	0.75
5.	Tool for Edible Bird Nest	6 (7 participants had chosen knowledge in ranking number 5)	6/8	0.75

6.	Government Support	5 (7 participants had chosen knowledge in rangking number 6)	5/8	0.625
7.	Strategic Marketing	5 (7 participants had chosen knowledge in rangking number 7)	5/8	0.625
8.	Employee	7 (7 participants had chosen knowledge in rangking number 8)	7/8	0.875

5.0 Conclusion

Based on Table 1 and Table 2, the percentage and weightage of the factors start-up business in edible bird nest ranching industry had been found for developing the mathematics index. Mathematical index in start-up business factors for edible bird nest swiftlet ranching industry will help many entrepreneurs from loss in this business. In Table 3, the new weightage of every factors but weightage formulation in average. So that, Table 4 gives the solution of finding the weightage for every factor for construction the formulation of start-up business index. Even though if the system has been developed but the entrepreneurs need to use risk management in risk transfer (Ghazali et. al, 2019a, 2019b, 2017, 2015, 2012a, 2012b, 2012c and 2012d: Azhar et al., 2017). Risk transfer is very important in business for double check and balance before they loss too more. Risk transfer is one of the methods to handle the risk and in the future, it is compulsory to everyone who want to start the business.

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