

**IDENTIFICATION OF CHALLENGES FACED BY
ENTREPRENEURS IN MADAGASCAR: CASE STUDY OF
CASH POINT ENTREPRENEURS IN TOLIARA CITY**

THESIS

**Submitted to the Master of Business Administration Study
Program, Faculty of Social and Political Sciences, Diponegoro
University to fulfill the requirements for Master in Business
Administration**



**RALAIVAO HANGINIAINA EMYNORANE
NIM: 14030121419018**

**MASTER OF BUSINESS ADMINISTRATION
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS DIPONEGORO
SEMARANG
2023**

STATEMENT OF AUTHENTICITY

I, the undersigned below:

Full name : Ralaivao Hanginiaina Emynorane
Student ID Number : 14030121419018
Place, Date of Birth : Madagascar, 12/05/1990
Department : Business Administration
Address : Milenaka Toliara II, Madagascar BP 602

I hereby declare that in this Thesis, there are no works that have been submitted to obtain a bachelor's degree in a higher education institution, nor are there works or opinions that have been written or published by other people, except those that are written and referred to in this manuscript and mentioned in the bibliography.

Semarang, 14 Maret 2023

Mengetahui,
Dosen Pembimbing

Pembuat Pernyataan,



Dr. Widiartanto, S.Sos, MAB
NIP. 197208251999031001

Ralaivao Hanginiaina Emynorane
NIM. 14030121419018

Ketua Program Studi



Dr. Andi Wijayanto, S.Sos, M.Si
NIP. 197503152008011014

APPROVAL

Thesis Title : Identification of Challenges faced by Entrepreneurs in
Madagascar: Case study of cash point entrepreneurs in
Toliara city

Student's Name : 14030121419018

Study Program : Master of Business Administration

Department : Business Administration

Declared valid as one of the requirements for completing Master's Degree in
Business Administration Study Program, Department of Business Administration,
Faculty of Social Science & Political Science, Universitas Diponegoro.

Menyetujui

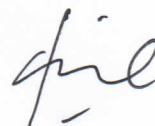
Semarang, 14 Maret 2023

Pembimbing I



Dr. Widiartanto, S.Sos, MAB
NIP. 197208251999031001

Pembimbing II



Dr. Sari Listyorini, S.Sos, MAB
NIP. 1978060520031222003

Penguji I



Prof. Dr. Sudharto Prawata Hadi, MES, Ph.D
NIP. 195403091980031003

Penguji II



Dr. Andi Wijayanto, S.Sos, M.Si
NIP. 197503152008011014

ABSTRACT

Emynorane, Ralaivao Hanginiaina. 2023. *Identification of Challenges faced by Entrepreneurs in Madagascar: Case study of cash point entrepreneurs in Toliara city*. Thesis, Business Administration Master Study Program, Faculty of Social and Political Sciences, Universitas Diponegoro Semarang. Supervisor: (I) Dr. Widiartanto, S.Sos, MAB, (II) Dr. Sari Listyorini, S.Sos, MAB.

Keywords: challenges, mobile money, cash point, entrepreneurs, SWOT

Cash point entrepreneurs are those who act in facilitating payment via mobile money service within the unbanked population. They are partner with the mobile phone operators, acting as an agent distributor to facilitate community's lives by providing deposit, withdrawal and transfer of money through their kiosk that exist everywhere in the country.

The focus of this study includes: (1) the importance of cash point entrepreneurs in developing economy; (2) the challenges faced by cash point entrepreneurs in Madagascar; and (3) the strategy to handle these challenges faced by cash point entrepreneurs in Madagascar. The aim of this study is to identify the challenges faced by cash point entrepreneurs in Toliara city of Madagascar.

This study uses a qualitative approach with a case study design, in which researcher tries to identify the challenges faced by cash point entrepreneurs in Madagascar. Data collection techniques include: (1) in-depth interviews, and (2) documentation studies. Data collected through these techniques are organized, interpreted, and analyzed in depth through analysis in case in order to develop concepts and abstraction of research findings. Data credibility is checked by triangulation and member checking. Whereas dependability and confirmation are carried out with the supervisors as the dependent auditor.

The findings of this study can be described as follows. First, the importance of cash point entrepreneurs in developing economy: (1) working as a traditional bank agent; (2) improving access to financial services; (3) facilitate the deposit, withdraw and transfer of money; (4) supporting bill payments and marketplace purchases; and (5) financial resilience. Second, the challenges faced by cash point entrepreneurs in Madagascar: (1) internal factors such as financial limitation and wrong cash point store location; (2) external factors such as network error, lack of operator support, small commissions and rewards, and insecurity issue. Third, SWOT matrix analysis were conducted to analyze the internal strengths, internal weaknesses, external opportunities, and external threats of cash point entrepreneurs in Madagascar.

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