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COVER STORY

Economic Outlook

It is known that the COVID-19 pandemic has greatly impacted the Malaysian economy, more so, the Global economy. According to Bank Negara Malaysia (BNM), Malaysia's 1Q2020 GDP moderated sharply to 0.7% due to the impact of measures taken both globally and domestically to contain the spread of the Covid-19 pandemic. It is expected that the overall growth of GDP for 2020 to be as low as -4.7%. The country's fiscal deficit will nearly double, rise to around 6% of annual economic output in 2020 due to the finance in the government's aid projects in regards to COVID-19 pandemic. Economic recovery is dependent on public and private consumption which are dynamically intertwined, feeding into a virtuous cycle of social and economic benefit. During MCO alone, 66% of businesses experienced a drastic drop in demand that made it difficult to sustain a business. Malaysian Government has proactively taken many initiatives to stimulate and boost the economy, as well as increase private consumption, such as the PRIHATIN Economic Stimulus Packages and PENJANA plan. PRIHATIN is expected to contribute an estimated 2.8% to the GDP growth.

With international agencies forecasting Malaysia's GDP growth to be between 4.7% and 9%, subject to the public health situation is under control. Malaysia's economic performance is expected to gradually improve in 2H2020 and register a positive recovery in 2021, supported by the sizeable fiscal, monetary and financial measures and progress in transport-related public infrastructure projects.

Opportunities

Manufacturing Sector

Malaysia has a well-established manufacturing sector but has too much reliance on the oil and gas sector. Malaysia

remains an attractive investment destination, with the availability of well-educated labour, investor-friendly policies and incentives, well-developed infrastructure and preferred gateway to enter the ASEAN market. Malaysia's technologically-inclined economy is proven by the country's involvement in advanced industries such as the electrical and electronics (E&E) manufacturing, research and development (R&D), biotechnology, photonics, logistics, design, innovation, automotive and others.

The COVID-19 pandemic has triggered the Malaysian Government's actions in ensuring smooth supplies of medicine, food and other essential goods. This shows short and long-term opportunities for the manufacturing sector, especially for the medical and health industry and the food and beverages (F&B) industry. The PENJANA short-term Economic Recovery Plan announced on 5th June 2020 has highlighted attractive tax incentives for a company relocating into Malaysia, including:

- 0% tax rate for 10 years for new investment in manufacturing sectors with capital investment between MYR300 – MYR500 million.
- 0% tax rate for 15 years for new investment in manufacturing sectors with capital investment above MYR500 million.
- 100% Investment Tax Allowance for 3 years for an existing company in Malaysia relocating overseas facilities into Malaysia with capital investment above MYR300 million.
- Special Reinvestment Allowance for manufacturing and selected agriculture activity, from YA 2020 to YA 2021.

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- Manufacturing License approval for non-sensitive industry within 2 working days.

Manufacturing Sector - Electrical and Electronic Industry

The E&E industry is poised to remain firm in 2020, despite the COVID-19 crisis, thanks to the Malaysian Government's proactive measures during the MCO period. The Malaysian E&E landscape will remain robust in 2020, supported by the immense

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Advisor

Aria Putera Ismail
Chief Executive Officer

Editor

Norhisham Hamzah

Contributors

Khairil Anuar Mohammad Anuar
Rusydan Hamedy Rusli
Nursyafiqah Mohd Rafee

Design & Layout

Rafiq Asyraf

Published By

Small Medium Enterprise
Development Bank
Malaysia Berhad (49572-H)
Menara SME Bank
Jalan Sultan Ismail
50250 Kuala Lumpur
Wilayah Persekutuan
Tel: +603 2615 2020
Fax: +603 2698 1748
Customer Service Centre:
+603-2603 7700
www.smebank.com.my

Project Management

Centre For Entrepreneur
Development And Research
Sdn Bhd (CEDAR) (1042601-M)
Level 6, Menara SME Bank
Jalan Sultan Ismail
50250 Kuala Lumpur
Tel: +603 2615 3862
Fax: +603 2692 5916
www.cedar.my

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opportunities offered by the industry, especially with the rise in remote working, virtual learning and e-commerce. The increasing demand for smart manufacturing capabilities, automation and technological innovations would potentially stabilise the E&E industry.

Today, the Malaysian Investment Development Authority (MIDA) is looking into attracting investments in new and high technology areas post-COVID-19 supported by the well-developed infrastructure and numerous incentives for potential investors. MIDA is focusing on the companies from countries that are affected (by the trade war), to shift their operations to Malaysia and utilise Malaysia as a hub to penetrate the South-East Asian market.

Food Agriculture (Agri-food) Sector

The COVID-19 pandemic has triggered Malaysian Government actions to address food security issues, as the country is highly relying on the imports of F&B products, animal feeds for livestock and poultry sectors and raw materials for further food processing. The emphasis on food security has opened up promising opportunities in the Agri-food Sector for foreign direct investment (FDI), such as knowledge exchange and assistance in modernising the Agri-food Sector. This has sparked Malaysia to invest in the R&D of the Agrifood Sector to develop a food self-sufficient nation. The available opportunities including potential collaboration between Malaysian and Flemish companies in Agri-related knowledge transfer, adoption or selling of advanced technologies and machinery to modernise the Sector.

The PENJANA Short-term Economic Recovery Plan announced on 5th June 2020 has highlighted few supports for the Agriculture and Food sector, including:

- 100% exemption on export duty on Crude Palm Oil, Crude Palm Kernel Oil and Refined Bleached Deodorised Palm Kernel Oil (Effective date: 1st July 2020 – 31st December 2020).
- Incentives to pioneer companies to train and educate the people to venture into agriculture and plantation.
- Special Reinvestment Allowance for manufacturing and selected agriculture activity, from YA 2020 to YA 2021.
- Micro Credit Financing for Agropreneurs under Agrobank (including commodity players) totalling of RM350 million with an interest rate of 3.5%.

Drivers of Logistics Sector

Malaysia has the second highest e-commerce penetration rate in the ASEAN region. During the COVID-19 pandemic, Malaysia's e-commerce industry has expanded at a fast pace. This accelerated growth is mainly due to the increase in the number of online shoppers. The growth has also triggered the transformation of the Malaysian retailers' business strategy

toward e-commerce and Internet-Of-Things (IoT). This has opened opportunities for the main logistics drivers in the country such as manufacturing, pharmaceuticals, food and beverages, e-commerce, and third-party logistics sectors.

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While Malaysia is concentrating on the immediate economic outcomes after COVID-19, the government should also seriously look into revamping future-ready sectors to stay competitive, as follows:

- Diversify and modernise the healthcare sector by investing in the R&D Sector and establish partnerships with key foreign stakeholders.
- Enhance the quality of Malaysia's education system. Partnering with foreign higher education institutions to promote students' international perspective.
- Diversify and modernise the sectors related to food, farming and agriculture from simply planting commodities to a new/existing commodity with wider job opportunities and downstream activities.
- Diversify the Foreign Direct Investments (FDI) into the country, which is mainly contributed by the oil and gas sector. This can be done by promoting the adoption of innovative and advanced technologies in all existing or new industries.
- Encourage foreign investors to establish or relocate subsidiary in/to Malaysia. Malaysia could take advantage of the current disruption in the global supply chain, as several Multinational Corporations are looking to relocate their companies from China.

Despite the current economic uncertainties, Malaysia is still firmly preparing for the implementation of the National Fiberisation and Connectivity Plan (NFCP), which aims to improve the country's digital connectivity by rolling out 5G in Q32020. Minister of Communications and Multimedia mentioned that a reliable and affordable high-speed broadband connectivity is the key catalyst for bringing FDI into Malaysia's digital economy. The NFCP is also expected to have a positive impact on the Global Business Services (GBS) in Malaysia by empowering the employees to work from home.

Source: Bank Negara Malaysia

How COVID-19 Is Changing Consumer Behavior

..... by CEDAR Research Team

The COVID-19 pandemic has fundamentally changed the world as we know it. People are living differently, buying differently and in many ways, thinking differently. Supply chains have been tested. Retailers are closing doors. Consumers across the globe are looking at products and brands through a new lens. The virus is reshaping the consumer goods industry in real time, rapidly accelerating long-term underlying trends in the space of mere weeks. New habits formed now will endure beyond this crisis, permanently changing what we value, how and where we shop, and how we live and work. Even as this crisis continues to evolve, by exploring the changes that are happening now, we can consider what consumer goods businesses should do today to prepare for what's next.

Getting To Know The Consumer In Crisis

Consumers are deeply concerned about the impact of COVID-19, both from a health and economic perspective. People are responding in a variety of ways and have differing attitudes, behaviours and purchasing habits. People across the globe are afraid as they strive to adapt to a new normal. Fear is running high as individuals contemplate what this crisis means for them, but more significantly, what it means for their families and friends, and society at large.

Consumers are responding to the crisis in a variety of ways. Some feel anxious and worried, fuelling panic-buying of staples and hygiene products. At the other extreme, some consumers remain indifferent to the pandemic and are continuing their business as usual, despite recommendations from government and health professionals. Companies will need to understand how their own consumers are reacting, and develop customized and personalized marketing strategies for each. The days of one-size-fits-all marketing are over.

New Buying Behaviours In This New Normal

Why, what and how consumers buy is changing due to the COVID-19 outbreak. Consumer priorities have become centred on the most basic needs, sending demand for hygiene, cleaning and staples products soaring, while non-essential categories slump. The factors that influence brand decisions are also changing as a "buy local" trend accelerates. Digital commerce

has also seen a boost as new consumers migrate online for grocery shopping – a rise that is likely to be sustained post-outbreak.

In times like these, our need for the basic necessities of life takes precedence. It comes as no surprise that personal health is the top priority for the consumers we surveyed, followed by the health of friends and family. Food and medical security, financial security and personal safety were other leading priorities.

New—And Everlasting—Shopping Habits

The outbreak has pushed consumers out of their normal routines. Consumers are adapting new habits and behaviors that many anticipate will continue in the long term. The virus has accelerated three long-term trends:

- **The ever-increasing focus on health**
CPG brands should heed this change and make it a priority to support healthy lifestyles for consumers, shoppers and employees. Having a "health strategy" will be a strategic differentiator for the foreseeable future.
- **A rise in conscious consumption**
Consumers are more mindful of what they're buying. They are striving to limit food waste, shop more cost consciously and buy more sustainable options. Brands will need to make this a key part of their offer (e.g. by exploring new business models).
- **Growing love for local**
The desire to shop local is reflected in both the products consumer buy (e.g. locally sourced, artisanal) and the way they shop (e.g. supporting community stores). CPG brands will need to explore ways to connect locally – be it through highlighting local provenance, customizing for local needs or engaging in locally relevant ways.

The Social Impact

The COVID-19 outbreak has slowed the pace and changed daily life for many consumers, and this is having a profound impact on the way we view personal hygiene, health and how we engage with our communities, friends and families. People are embracing technology more than ever to support all aspects and consequences of isolation. There is also positive evidence to suggest that this

crisis will build communities, rather than separate them.

The ways in which people spend their leisure time are changing because of the outbreak and related social distancing measures, and again, these habits are likely to be sustained. This trend is reflected in the types of apps that consumers are downloading, related to entertainment, news, healthcare and education. Underlying consumer needs (e.g. to connect, to be entertained, to learn, to be informed) remain the same, yet technology is changing the way it happens. Companies must increase their focus on digital vs. traditional tools to engage with consumers and improve experiences.

A New Virtual Workforce

People are working from home as businesses close doors and encourage remote work. Many employees who have not worked remotely before—or not often—plan to do so more frequently in the future. High percentages of employees feel they have the right environment and tools for remote work, but some miss social contact. Overall, employees feel their employers have taken the right steps to protect their health and keep them well informed.

Employees who now find themselves working from home are broadly positive about the experience. Unsurprisingly, those who worked from home previously are more likely than newcomers to feel they are more productive at home and feel they are more professionally satisfied than they are in the office. Companies that have a virtual working strategy will strengthen their employee value proposition and show that they are in-touch with their employee preferences.

Source: [accenture.com](https://www.accenture.com)



Why Social Media Marketing is Important for Businesses?

by CEDAR Research Team

Social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising your brand and your products. Social media's power is commendable as you get to reach a large number of people

within seconds of posting an ad, helping you reduce your costs, and making your ads reach out to your potential audience through these social media advertisements. With the huge number of online users, which is almost 59% of the world's population, marketers must not miss out on their chance of marketing on these digital forums where they can reach all the maximum number of potential buyers compared with print or television media marketing.

Social media marketing, or SMM (in short), is a form of Internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising. Social media marketing involves the usage of multiple social media platforms such as Facebook, Twitter, LinkedIn, YouTube, and Instagram to name a few. There are dozens of social media platforms that anyone can leverage in Malaysia. Social media marketing can be very time consuming and start-ups are always recommended to be ultra-specific when it comes to choosing the right social platforms.

"Does social media marketing work for my business?"

This is one of the most asked questions and the answer is yes. Social media marketing can help you achieve a number of goals for your business. When you have a detailed social media marketing strategy in place, benefits such as increasing website traffic, building conversions, raising brand awareness, creating brand identity and positive brand association and also improving communication and interaction with key audiences can be achieved in a short time period.

The first step in starting social media marketing in Malaysia is to setup the right goals. Here's a simple list for you to start with:

- What are you hoping to achieve through social media marketing?
- Who is your target audience in Malaysia?
- Where would your target audience hang out and how would they use social media?
- What message do you want to send to your audience with social media marketing?

Social media is a powerful platform. And being a business in this digital era can be of great benefit if this opportunity is used to the fullest by entrepreneurs, marketers, or even bloggers. Creating an extremely influential social media presence is the key to creating persuasive and appealing content that would connect your audience instantly. A well-thought-out plan is not enough if it is not implemented the same way. That is why you need to create visually attractive content so that even before the customer reads what's written, they should be impressed by what they see. It could just be a graphically designed social media post, a video, or even a professionally or creatively clicked image of your product. The idea is to attract the eyes before they really connect with you as a business. The strategies that you use to attract your customers should also focus on connecting with your audience as without connection, no relation lasts, and you don't want your relationship with your customers to be short-lived. A better connection with the audience will lead you to more loyal customers and, thus, making you ahead of your business game, leaving your competition way behind.

Source: [digitalmarketing.org](https://www.digitalmarketing.org)



5 Punca Kegagalan Perniagaan Permulaan (*Start-Up*)

..... oleh CEDAR Research Team

Menurut Bloomberg, 8 daripada 10 pengusaha yang memulakan perniagaan gagal dalam tempoh 18 bulan. Ramai daripada kita yang ingin memulakan sebuah perniagaan sendiri. 7 daripada 10 orang bercita-cita untuk memiliki sebuah perniagaan sendiri manakala, sekurang-kurangnya 50% daripada mereka ini telah atau pernah memulakan perniagaan mereka sendiri. Malangnya statistik menunjukkan 80% daripada perniagaan ini hanya bertahan 18 bulan.

Namun begitu, kegagalan adalah perkara yang setiap orang mahu elakkan. Cara yang terbaik untuk melindungi bisnes baru daripada gagal adalah untuk tahu apakah punca sebenar sesuatu kegagalan itu berlaku dan cuba pertahankannya dengan sebaiknya. Berikut adalah 5 punca kegagalan dan bagaimana untuk menghalang syarikat anda daripada menjadi mangsa.

1 Anda Menunggu Terlalu Lama

Setiap pelancaran produk akan menjadi sesuatu perkara yang penting dalam fikiran usahawan dari mula mereka mendapatkan idea tersebut. Malangnya, bagi usahawan yang bersifat 'perfectionist', mereka cenderung untuk berkelakuan secara berlebihan apabila ia melibatkan matlamat produk atau servis mereka. Banyak *start-up* yang gagal adalah kerana pengasasnya cuba untuk menyempurnakan setiap produk mereka pada tahap yang paling tinggi.

Dengan melancarkan produk atau servis yang asas, anda tidak boleh dapatkan duit dengan segera dan banyak, akan tetapi anda boleh dapatkan data pelanggan untuk menentukan produk anda pada masa hadapan. Tanpa anda sedari, perkara yang anda khawatirkan itu atau anda rasa akan mengganggu tanggapan pelanggan dan jualan, mungkin tidak menjadi perhatian pelanggan anda langsung. Menangguhkan pelancaran hanya kerana mementingkan kesempurnaan boleh menyebabkan anda dan *start-up* anda berakhir dengan hutang atau akan berdepan dengan jumlah kos yang tinggi yang terpaksa ditanggung oleh anda. Sebaliknya, pameran produk anda untuk ditonton dunia dan biarkan ia membesar dan membangun dari sana.

2 Anda Terlalu Berhati-Hati

Risiko adalah teman rapat bagi setiap usahawan. Menjadi terlalu berhati-hati akan sebabkan banyak *start-up* yang asalnya berpotensi terpaksa ditutup. Risiko kewangan selalunya menjadi cabaran bagi ramai usahawan.

Start-up yang kekurangan dana akan membuatkan usahawan menjadi lebih goyah apabila produk atau idea mereka gagal. Tetapi, ada segelintir yang berkata sesiapa yang ingin memulakan *start-up* memerlukan sejumlah dana yang besar adalah mitos semata-mata. Pengasas SaleHoo, sebuah syarikat e-Commerce dan rakan kongsinya memulakan *start-up* mereka hanya dengan 1,000 dolar dalam akaun bank mereka.

Dalam masa setahun selepas pelancaran, SaleHoo mempunyai kira-kira 10,000 ahli dan mereka mula menjana keuntungan. Untuk memulakan *start-up* tidak perlu beribu-ribu dolar terutamanya jika anda melancarkan bisnes secara online. Pemain-pemain dalam industri bisnes tidak akan pernah mencapai kejayaan sekiranya mereka berterusan bersikap 'play safe' dalam industri. Seseorang itu mesti tahu bagaimana untuk mempertaruhkan wang mereka, idea mereka, dan apa yang perlu untuk merealisasikan visi mereka walaupun permintaan pelanggan tidak tetap.

3 Anda Terlalu Mencuba Untuk Jadi Original

Kebanyakan pengasas *start-up* harus berdikari sendiri. Adalah mustahil untuk mencipta idea bisnes yang original yang sememangnya lain daripada yang lain. Keaslian bukanlah sesuatu kemestian untuk *start-up*. Jika idea anda asli, itu akan menjadi kelebihan bagi bisnes anda. Tetapi jika anda tidak ada keaslian, tidak mengapa, akan tetapi jangan jadikan itu sebagai alasan anda untuk tidak buat atau tangguhkan *start-up*. Keaslian kadangkala boleh menjadi penyebab sesuatu *start-up* itu lambat untuk berjaya. Hal ini kerana, *start-up* yang dibina berasaskan produk, servis atau idea orang lain mungkin lebih senang untuk berjalan lancar kerana sudah dikenali orang.

Pelanggan mungkin tidak mengenali anda dan *start-up* anda, akan tetapi mereka mungkin akan membeli daripada anda tanpa ragu-ragu kerana produk dan servis anda sudah ada dalam pasaran. Bagi *start-up* yang baharu, yang *original* mungkin membuatkan anda terpaksa 'struggle' untuk cari pelanggan baru. Daripada habiskan masa, wang dan tenaga terlalu lama untuk fikirkan idea yang di luar kotak, adalah lebih baik anda fikirkan bagaimana untuk menambahbaik pulih kotak tersebut. Buatlah produk tersebut lebih bersifat mesra pengguna, sentiasa 'responsive' kepada pelanggan, jangan cuba untuk terlalu bersaing pada permulaannya hanya untuk keaslian.

4 Anda Cuba Buat Sendiri

Mengasaskan *start-up* sendiri memang suatu perkara yang sukar. Untuk kebanyakan usahawan, salah satu yang mencabar adalah untuk menyedari yang anda tidak boleh mengawal dan menguruskannya sendiri. Rakan kongsi mungkin ada kelebihan yang tersendiri tetapi yang pentingnya anda akan menjadi lebih seimbang. Jika anda memilih dengan berhati-hati, rakan bisnes boleh menguatkan syarikat dengan menampung kelemahan anda.

Sebelum memilih rakan kongsi, kenal pasti kelemahan anda terlebih dahulu. Kemudian cari rakan kongsi yang mempunyai kelebihan pada bahagian yang anda lemah tadi. *Start-up* yang gagal adalah kerana pengasasnya tidak mampu menguruskan perniagaan dengan sempurna. Bisnes memerlukan tempoh untuk membangunkannya dan salah satu cara produktif untuk membuatnya adalah dengan mempunyai pasangan yang produktif.

5 Anda Tidak Ada Cukup Data

Tidak ada syarikat yang berjaya tanpa ada data yang kuat. Dalam *start-up*, tidak ada istilah terlalu lambat untuk mengumpul 'database'. Cara untuk menjadikan *start-up* anda sentiasa berkembang adalah mencari perkara yang betul, pada masa yang betul, berdasarkan jenis bisnes anda dan pada tahap anda berada. Menjejaki analitik adalah penting kerana data anda yang membuatkan *start-up* anda berkembang.

Tanpa ada maklumat yang betul dan mencukupi, anda tidak akan tahu bagaimana untuk menambahbaik perniagaan anda. Memang kita sedaya upaya mengelak daripada gagal. Namun, itu tidak bermakna anda tidak boleh berjaya kalau gagal sekali. Anda harus cuba mempertahankannya.

'Mindset' keusahawanan yang setiap *start-up* perlu ada, haruslah sentiasa berfikir positif yang anda akan berjaya dengan usaha anda sendiri. Dengan berpegang teguh kepada prinsip ini, anda boleh bertenang sekiranya apa yang anda usahakan tidak menjadi. Anda boleh mencuba kesemua cara untuk mengelak daripada kegagalan dan pastikan kejayaan dalam bisnes.

BUSINESS ALERT

..... by Corporate Planning, SME Bank Malaysia

OIL, GAS AND ENERGY (Average USD18.7 / Brent Crude)



OUTLOOK: NEUTRAL

- Over the past decade, Malaysia recognised that it needed to introduce new initiatives to rejuvenate its ageing upstream sector. In early 2011, Petronas introduced risk-service contracts (RSCs) to stimulate the development of marginal projects and increase the recovery of hydrocarbon resources. However, the RSCs were not as successful as initially hoped, particularly in the wake of the oil price crash in late 2014.
- Crucially, Petronas has already flagged production cuts and cost savings to mitigate the effects of the pandemic. It now plans to expand its renewable energy portfolio, and reassess its oil and gas positions, CEO Tengku Muhammad Taufik, who took over in July, told reporters in early September. Petronas, the world's fourth largest exporter of liquefied natural gas (LNG) has also formed a team to look into developing a "higher value" portfolio, he said. This means the company is likely to shed some of its smaller and marginal fields.
- Petronas is seeking external consultants to review its exploration workflow, technical assurance and portfolio management processes, according to industry sources. The NOC now needs to attract a new breed of operators. This presents opportunities for nimble low-cost companies with strong experience in late-life fields and engineering-focused solutions.

HEALTHCARE



OUTLOOK: NEUTRAL

- Virtual health: Malaysia's healthcare is at a critical junction. With an ageing population expected to jump by 40% in the next 30 years, growing demand for treatment is putting increasing pressure on the system. Hospitals are turning to tech to augment their services. "COVID-19 has altered attitudes and accelerated adoption of policies that enable the business of work. This crisis offered a unique opportunity to accelerate digital transformation. In February this year, the MoH partnered with DoctorOnCall, a medical video consultation start-up to create a customised virtual health consultancy platform that would address public concerns about Covid-19, a "first-of-its-kind solution initiated by a government in the region
- Patient records: The Ministry also plans for "Lifetime Health Record for individuals" to create an e-health initiative to provide a "one record, one person, accessibility to data and patient engagement. Interoperability is crucial to achieve this. While there is no announced timeframe, the Malaysia Health Information Exchange, a patient record interoperability platform launched in 2009 as a precursor for public-private integration in health, remains a "significant digital health initiative" the MoH is "actively pursuing" to shape the future of Malaysia's health system.
- New partnerships: New partnerships are vital. "4IR with telecommunication advances, and the dawn of 5G technology, are presenting multiple strategies and challenges ahead. To plan for this connected future, the Ministry is reviewing and developing regulatory strategies and policies. For Malaysia and its Ministry of Health, these "collaborative partnerships" and "public-private integration" are key components to the country.

BUSINESS SERVICES



OUTLOOK: NEUTRAL

- Malaysia's AirAsia Group has established Asia Digital Engineering (ADE), a wholly owned subsidiary to consolidate engineering personnel across AirAsia's group airlines. The entity has obtained approval from the Civil Aviation Authority of Malaysia (CAAM) to start operations from 9 September. ADE, with the manpower of [AirAsia Group's] engineering department, will operate as a centralised and independent MRO unit to service all of AirAsia's group airlines and third-party airlines in the region focusing on key services such as line maintenance, workshop, engineering support, component and warehouse as well as digital and innovation.
- The entity will leverage technology and other digital trends to reduce maintenance costs, increase productivity and efficiency, while maintaining a high level of safety, quality and airworthiness of the fleet. ADE will be an avenue to earn additional income which will contribute to the overall increase in revenue for AirAsia.
- This new business division provides numerous efficiencies and will leverage off our combined 19 years of experience in operating and maintaining a large fleet of over 250 Airbus A320 and A330 family aircraft. The formation of ADE as a regional MRO service provider by AirAsia bodes well with the national transport policy, as the government seeks to facilitate the growth of all aviation support services to enhance Malaysia's competitiveness in air cargo operation.

TOURISM



OUTLOOK: NEUTRAL

- **Virtual health:** Malaysia's healthcare is at a critical junction. With an ageing population expected to jump by 40% in the next 30 years, growing demand for treatment is putting increasing pressure on the system. Hospitals are turning to tech to augment their services. "COVID-19 has altered attitudes and accelerated adoption of policies that enable the business of work. This crisis offered a unique opportunity to accelerate digital transformation. In February this year, the MoH partnered with DoctorOnCall, a medical video consultation start-up to create a customised virtual health consultancy platform that would address public concerns about Covid-19, a "first-of-its-kind solution initiated by a government in the region
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- **New partnerships:** New partnerships are vital. "4IR with telecommunication advances, and the dawn of 5G technology, are presenting multiple strategies and challenges ahead. To plan for this connected future, the Ministry is reviewing and developing regulatory strategies and policies. For Malaysia and its Ministry of Health, these "collaborative partnerships" and "public-private integration" are key components to the country. Sharing of medical information is important to ensure continuity of care, improved outcomes and population health. Connectivity is more than just electronic information. It is the network of relationships that help build, not just data, but also expertise for the future.

COMMUNICATIONS CONTENT AND INFRASTRUCTURE



OUTLOOK: NEUTRAL

- The Malaysia Digital Economy Corporation (MDEC) expects the RM35 million allocation channelled by the government to the local digital creative content industry, via the National Economic Recovery Plan (PENJANA), to reinforce the sector's continued growth. The allocation, known as PENJANA Digital Content Fund, would further expand and enhance the two existing digital content programmes that MDEC is managing.
- It will be used to enhance two specific initiatives namely the PENJANA Digital Content Creators Challenge (PENJANA DC3+) and PENJANA Digital Content Grant. The PENJANA DC3+ is designed to enable local talents to hone their creativity and ability in conceptualising new ideas for content while the PENJANA DCG is created to help local creative industry players adapt to the 'new normal' amidst the continuing global pandemic.
- The fund is timely as it could help to increase business opportunities and expand market access in the short term. It will also help Malaysia's digital creative industry to sustain itself during these trying times. Applications for PENJANA DC3+ are now open until Aug 31, 2020 while PENJANA DCG has already been receiving submissions since Aug 1, 2020.

WHOLESALE AND RETAIL



OUTLOOK: NEUTRAL

- Malaysia retail industry recorded the worst growth rate in 33 years with the outlook remaining negative for the year, as consumers are expected to tighten their spending when the loan moratorium ends this month. The industry suffered a negative growth rate of 30.9% in retail sales for the second quarter of 2020 (2Q20) compared to the same period last year. The latest performance is deemed as the worst quarterly result in the history of the country's retail industry.
- According to Retail Group Malaysia's (RGM) Malaysia Retail Industry Report September 2020, the latest quarterly result was within market expectations as members of the Malaysia Retailers Association (MRA) projected 2Q20 growth rate to dwindle by 28.8%. This year has been the worst period for retailers in Malaysia since 1987. The retail market turned into a bloodbath since the middle of March with the implementation of the Movement Control Order (MCO).
- With consideration of the latest growth revisions and market conditions, RGM has revised the retail sale growth rate for the whole year from -8.7% (estimated in July) to -9.3%. This is the fourth revision in the annual growth rate of Malaysia retail industry.



5 Kepentingan "Market Research"

oleh CEDAR Research Team

Penyelidikan pemasaran merupakan satu proses mereka bentuk, mengumpul, menganalisis dan melaporkan data yang relevan secara sistematik tentang situasi pemasaran spesifik yang dihadapi oleh organisasi. Setiap organisasi memerlukan penyelidikan pemasaran untuk membantu pengurusan membuat keputusan pemasaran yang lebih tepat dan berkesan.

Penyelidikan pemasaran melibatkan pelbagai aktiviti yang penting. Antaranya ialah menjalankan kajian ke atas potensi pemasaran dan syer pasaran, membuat penilaian berhubung dengan kepuasan pengguna dan gelagat pembelian serta membuat kajian tentang campuran pemasaran. Gagal melaksanakan *market research* boleh membawa risiko besar pada syarikat. Ia seumpama terjun dalam air tanpa tahu kedalaman air dan peralatan yang sesuai.

Anggap saja ini sebagai pelaburan jangka panjang. Anda dapat tahu apa permasalahan sebenar, data untuk sediakan pelan pemasaran dan juga buat anda nampak jelas segmen pasaran yang anda nak sasarkan untuk produk atau servis anda. Anda dapat kenal pesaing anda dan juga dapat buat pilihan yang tepat untuk lokasi pelancaran bisnes anda nanti. Tapi, sebelum anda mulakan kajian anda, temui konsultan atau mereka yang arif tentang bisnes ini. Mereka boleh membantu anda dalam menyenaraikan

dan menentukan maklumat apa yang anda benar-benar perlukan. Berikut antara kepentingan penyelidikan pemasaran:

1 Mengenal Pasti Pasaran Sasaran
Penyelidikan pemasaran membekalkan semua maklumat yang berkaitan dengan pengguna di pasaran seperti umur, jantina, pendapatan, corak pembelian dan sebagainya. Ini akan membantu pemasar memberika tumpuan kepada pasaran sasaran tertentu dengan menawarkan barang dan perkhidmatan yang bersesuaian dengan pengguna.

2 Menentukan Keputusan Pemasaran Strategi
Maklumat penyelidikan pemasaran dapat menyediakan satu garis panduan kepada pemasar untuk menganalisis potensi sesuatu produk baharu sebelum dipasarkan di pasaran. Pemasar boleh membentuk satu strategi pemasaran yang berkesan apabila ingin memperkenalkan satu produk baharu kepada pengguna.

3 Meningkatkan Jualan Dan Keuntungan Syarikat
Melalui penyelidikan pemasaran, pemasar dapat memahami keperluan dan kehendak pengguna secara lebih mendalam. Ini akan member peluang kepada pemasar mengeluarkan produk yang benar-benar dapat memenuhi kehendak pengguna dan menjadikannya lebih menarik. Seterusnya saiz jualan akan meningkat dan keuntungan juga akan meningkat.

4 Meningkatkan Daya Saing Dalam Pasaran

Penyelidikan pemasaran juga membolehkan pemasar lebih memahami kaedah operasi dan strategi pemasaran yang digunakan oleh pesaing mereka. Melalui penyelidikan ini pemasar dapat mereka bentuk startegi yang berdaya saing dan mampu mengatasi pesaing bagi mengekalkan kedudukan dalam pasaran.

5 Menangani Ketidakpastian Persekitaran Perniagaan

Penyelidikan pemasaran boleh membantu pemasar membuat ramalan atau unjuran yang lebih tepat tentang corak perbelanjaan pengguna, pola jualan produk serta keadaan ekonomi dan pasaran.



5 Benefits of Human Resource Management (HRM)

by CEDAR Research Team

Human Resource Management is a method designed to hire and manage people for the employer's objective and to maximize the efficiency of the overall organization. The process involves many steps including selection, enrolment, training & development, orientations, promoting a healthy environment, encouraging good relationships, taking medical and safety measures, designing a feasible schedule, arranging meetings and conferences along with delegating tasks among the teams to enhance the work output which will lead up to the success of the organization.

If appropriately done, human resource management can prove to be a pivotal step in the right direction for a workplace, and it benefits not only the company but also the people who are working there. Human Resource Management allows people to enjoy their rights and share their issues hence making sure that the workspace is healthy and productive. HR managers would perform astoundingly for the promotion and development of the organization. They are essential for inter-organizational relationships, representation and publicizing.

An organization that does not have a functional Human Resource Management Department (HRM) would always stay behind in terms of productivity. People working there are mostly unhappy, and the workplace is intolerable because of the mismanagement. There is never a proper work schedule and no implementation of rules or regulations. That is precisely where human resource management comes to rescue the otherwise failing workplace. Human Resource Management is always the revolutionary path to the success of any organization.

Below are the top 5 benefits of a human resource management department to ensure the maximum productivity of your organization:

1 Recruitment and Training

Bringing the right kind of people on board is a very tough job without a properly devised recruitment methodology. To perform a task as crucial as hiring, human resource management is your best friend. They will not only approach all the suitable candidates in a matter of days but will also create the job descriptions

that would fit perfectly to each designated role. After the hiring, they will make the new employees train in order to fit in the workplace without any significant issues. They will help them understand and perform their duties and would keep a check on their work efficiency during their time in training. This whole process would maintain the individuality of the workplace with maximum productivity.

2 Performance Management Strategy

If your work is not rewarding, there is no point in working altogether. People need some reward for the efforts they are putting in their work or in fact, everything. Without any reward system, people will slack and would instead not work at all. Human resource management department is responsible for measuring the work efficiency and designing a performance management strategy accordingly. Which helps the employees feel more accomplished and rewarded for their work and effort.

Such an approach would ensure not only maximum brilliance but also increase work efficiency. Not only this, but the human resource management department would also help them with improving their skills and encourage them to be more extraordinary in all their tasks. They will always be open in providing well-deserved appreciation and recognition. An effective PMS is the most potent tool used by the HRM department.

3 Building Relationships

Happy people make a more productive workspace. No one would like to work in a tense and boring environment. The workplace is a second home to many people. People spend the most time at their workplace which is sometimes even more time than they spend in their own homes. Therefore workplace relationships, their integrity, the values are essential. A home is safe, friendly and most of it is a part of your comfort zone. Every person has their moral values, similarly, a place has its own ethics and values.

It is the moral obligation of the human resource department to ensure the safety and privacy of its employees. Building healthy relationships between the clients, the employers, and their employees, preserving the work balance by enforcing

rules without hurting the sentiments or values of the employees, is the prime responsibility.

4 Conflict Management

Conflict and disruptions are part of life. Where there would be two people there would be the chances of conflict and the stakes get higher as the number of people increases in a place. Even the healthiest relationships have chances of disputes due to disagreements or depending on various circumstances. Similar is the case of workplace disruptions and conflicts, which could be internal or external. Chances of internal conflicts could be reduced to a significant degree with the help of human resource management department. The HRM department takes timely action and resolves the contention systems in which multiple people are sharing a common channel in a way that can lead to conflicts. HRM department also deals with one to one disputes, which could be between the employer and the employee or the other way around.

5 Improving Employee Turnover

HRM department oversees the employee turnover. High employee turnover can badly affect the overall efficiency and could severely hurt the reputation of any company / business / organization. Therefore, the HRM department is always working to improve the employee turnover of any organization. Employees are the asset of a company, and hiring is an extremely painstaking process. Even a single employee turnover can cost twice as much as their current salary to hire a new person and then training them for a replacement. It is cost-inefficient and unpleasant for a healthy work atmosphere.

To improve the turnover, the HRM department is always very clear about the terms & conditions of the organization. They would carefully prepare the contracts that will define those terms & conditions. Hiring the right kind of people from the very start can reduce the turn over to considerable degrees. While hiring a new employee, the HRM department makes sure that the person is not only talented and skilled but also has the best interests for the company.

Source: zoetalentsolution.com

Temubual oleh Nursyafiqah Mohd Rafee

SEMBAW USAHAWAN bersama

Nur Azlin Nordin

Pengarah Urusan

Nama Syarikat
DNY Excellent Sdn BhdBidang Perniagaan
Pusat sehenti kelengkapan
haji dan umrahAlamat Perniagaan
Jalan Tukul N15/N, Seksyen 15
40200 Shah Alam,
Selangor Darul EhsanTelefon
03-5523 3676Email
info@binnurdin.comLaman Web
www.binnurdin.com

Sumber daripada Internet

Turki dan Arab yang membawa maksud 'Beribu cahaya agama'. Kami mencari nama yang sesuai, maka timbulah idea untuk menamakan kedai ini Bin Nurdin. Bin dalam bahasa Turki bermaksud seribu, manakala Nurdin cahaya agama. Lalu kami gunakan nama itu. Kebetulan pula nama ayah pun Nordin, cuma ejaannya berbeza.

Kegagalan menguruskan perniagaan terdahulu banyak mengajarnya untuk lebih mengenali kehendak pelanggan supaya tidak berniaga syok sendiri. Selepas berhenti kerja di sebuah intitusi kewangan dalam bahagian pemasaran selama enam tahun, saya membuka sebuah butik pakaian di Bangsar. Namun selepas dua tahun, kami terpaksa tutup kerana tidak mampu lagi bertahan. Kami tiada pengalaman dan tidak kenal pelanggan. Kami jual apa yang orang jual. Berdasarkan pengalaman itu, Bin Nurdin sentiasa mengutamakan pelanggan serta berusaha untuk mengenal kehendak mereka.

Apakah konsep perniagaan anda?

Di Bin Nurdin, kami faham dan kenal pelanggan kami. Apa yang kami buat, kami akan rujuk kepada pelanggan dahulu, kerana kami tidak mahu episod sama berulang kembali dalam sejarah perniagaan kami. Sejak dibuka pada

Bagi Nur Azlin Nordin, gagal sekali tidak bermakna gagal selamanya. Kegagalan dalam perniagaan sebelum ini sama sekali tidak menjadi penghalang kepada beliau untuk bangkit kembali. Malah, kegagalan lalu menjadikan dirinya lebih matang dalam membuat keputusan. Beliau telah berkongsi pengalaman, pengetahuan dan pendapat beliau dalam dunia keusahawanan dengan BizPulse.

Bolehkah anda menceritakan latar belakang penubuhan perniagaan anda?

Jatuh bangun dalam dunia perniagaan, menjadi lumrah. Apa yang penting, kita mengambil pelajaran atas apa yang berlaku. Saya dibantu dua adik saya, Nur Azean dan Nur Aqib. Kami sama-sama membangunkan perniagaan bersama keluarga di bawah nama Bin Nurdin yang menawarkan pusat sehenti kelengkapan haji dan umrah di Seksyen 15, Shah Alam, Selangor. Dibawah pengurusan DNY Excellent Sdn Bhd, Bin Nurdin menyediakan keperluan umrah dan haji untuk golongan dewasa dengan menawarkan pelbagai pilihan keperluan pada harga yang berpatutan.

Idea mewujudkan perniagaan itu tercetus selepas saya pulang daripada mengerjakan umrah. Sebelum berangkat, kami terpaksa pergi ke sana sini bagi mendapatkan barangan. Pengalaman

yang sukar itu menyebabkan timbul idea untuk membuka perniagaan yang menawarkan segala-galanya di bawah satu bumbung.

Apakah maksud di sebalik nama perniagaan anda dan apakah cabaran yang anda tempuhi?

Nama kedai kami agak unik, nama Bin Nurdin merupakan gabungan bahasa



Sumber daripada Internet



Sumber daripada Internet

2011 Bin Nurdin masih mengekalkan lokasi premis yang sama sehingga kini. Kami tidak mahu tertumpu di kawasan pusat Shah Alam seperti di Kompleks PKNS atau di Seksyen 7, maka lokasi Seksyen 15 ini menjadi pilihan. Ia mudah diakses kerana berdekatan dengan lebuh raya dan kemudahan tempat letak kereta yang banyak.

Bin Nurdin menjadi pelopor konsep yang menyediakan segala keperluan umrah dan haji di bawah satu bumbung dengan menyediakan keselesaan kepada pelanggan melalui ruang yang luas. Pada ketika itu, konsep kami adalah yang terawal. Kedai lain kebanyakannya kurang memberi keselesaan kepada pelanggan. Berbeza dengan Bin Nurdin, kami memberikan servis terbaik kepada pelanggan. Selain keselesaan, Bin Nurdin turut menyediakan kakitangan yang mahir melayan pelanggan. Mereka sudah berpengalaman dan akan menasihatkan apa yang perlu. Kami juga turut menyediakan senarai keperluan untuk pelanggan terutamanya kepada mereka yang pertama kali ke tanah suci.

Apakah pendekatan yang anda praktikkan dalam memenuhi permintaan pelanggan?

Pelbagai jenama turut ditawarkan di syarikat kami mengikut kesesuaian pelanggan pada harga berpatutan. Setelah lama beroperasi kita tahu kehendak pelanggan terhadap sesuatu barangan itu. Kami selektif terhadap produk yang menjadi tumpuan pelanggan. Bin Nurdin juga tidak ketinggalan menyediakan platform jualan dalam talian kepada pelanggannya. Meskipun ramai di kalangan pelanggan kami berusia 35 hingga 55 tahun lebih gemar membeli belah di kedai, kami juga tidak mahu ketinggalan menawarkan servis dalam talian. Ia turut membantu pelanggan mendapatkan barangan mereka sekiranya mereka tinggal berjauhan daripada premis kami. Kami turut mempromosi produk jualan menggunakan Facebook dan Instagram.

Apakah aspirasi dan perancangan anda?

Bercakap mengenai perancangan masa hadapan, Bin Nurdin berusaha mencari

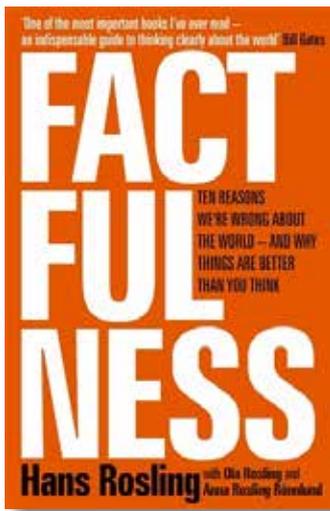
kelainan bagi memperkasakan empayar niaga dibina dengan menghasilkan jenama sendiri melibatkan produk seperti jubah, telekung dan tudung haji. Jika dahulu, pelanggan dari Pantai Timur dan Selatan datang ke tempat kami untuk dapatkan barangan tetapi sekarang ini makin berkurangan kerana di tempat mereka juga banyak perniagaan menawarkan khidmat seperti kami.

Apabila ramai peniaga yang menjual barangan sama, kami perlu keluaran produk sendiri untuk memberi kelainan terutamanya ketika mengadakan jualan di luar kawasan seperti ekspo dan sebagainya. Di samping itu, kami juga bercadang membuka cawangan Bin Nurdin di Johor Bahru, Johor. Setelah lebih 10 tahun, sudah tentu kami mempunyai perancangan untuk membuka jenama Bin Nurdin ini di Selatan tanah air pula. Namun, kemungkinan perancangan ini akan mengambil masa yang lebih panjang dengan melihatkan situasi semasa sekarang.

Sumber: *bisnessinarcom*



Sumber daripada Internet



Author : Hans Rosling, Ola Rosling
& Anna Rosling Rönnlund
Pages : 342 pages
Publisher : Sceptre

Factfulness: Ten Reasons We're Wrong About the World – and Why Things Are Better Than You Think

When asked simple questions about global trends - why the world's population is increasing; how many young women go to school; how many of us live in poverty - we systematically get the answers wrong. In Factfulness, Professor of International Health and a man who can make data sing, Hans Rosling, together with his two long-time collaborators Anna and Ola, offers a radical new explanation of why this happens, and reveals the ten instincts that distort our perspective. Inspiring and revelatory, filled with

lively anecdotes and moving stories, Factfulness is an urgent and essential book that will change the way you see the world.

The book also stresses that many people think the world is getting worse when, in fact, it is not. The survey at the beginning states that with over 10,000 poll recipients 80% knew less about the world than chimps would have [had] they just guessed. That, the authors claim, shows that the media systematically skew data and trends and select stories to make people think that the world is getting worse.

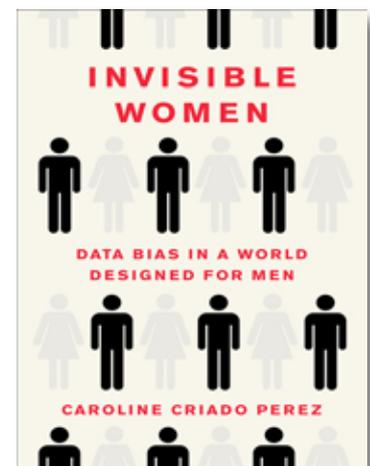
Invisible Women: Data Bias in a World Designed for Men

Invisible Women shows us how, in a world largely built for and by men, we are systematically ignoring half the population. It exposes the gender data gap – a gap in our knowledge that is at the root of perpetual, systemic discrimination against women, and that has created a pervasive but invisible bias with a profound effect on women's lives. From government policy and medical research, to technology, workplaces, urban planning and the media, Invisible Women reveals the biased data that excludes women.

Award-winning campaigner and writer Caroline Criado Perez bring together for the first time an impressive range of case studies, stories and new research from across the world that

illustrate the hidden ways in which women are forgotten, and the impact this has on their health and well-being.

Criado Perez has assembled a cornucopia of statistics – from how blind auditions have increased the proportion of female players hired by orchestras to nearly 50%, to the good reasons why women take up to 2.3 times as long as men to use the toilet. This is a man's world, we learn, because those who built it didn't take gender differences into account. By calling out persistent unfairness in a world that – for all the talk of technological “disruption” – seems to have given up on the idea of human progress, this book ends up treading more familiar ground than the data theme may initially suggest.



Author : Caroline Criado Perez
Pages : 411 pages
Publisher : Harry N. Abrams