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COVER STORY

Industrial Revolution 4.0 Reality Check on SMEs Amid Pandemic

With the Covid-19 pandemic sweeping across the globe, and Malaysia's Movement control order (MCO) in place, businesses can turn to digital alternatives and e-commerce as a way to mitigate economic loss. Although the Covid-19 pandemic impacts everyone, those most adversely affected are workers who are paid on a daily basis and small medium enterprises.

In Malaysia, SMEs are seeing close to a 50% drop in income. Many have turned to online digital platforms for their businesses and online delivery of services as a means to cushion the blow to their business. There is a surge in online learning materials and digital content arising from this crisis as institutions and organisations also look towards developing digital content to meet the needs of their clientele.

With this in mind for those looking for additional streams of income can look towards alternative part-time employment and income using the digital platform. If you look at human history, challenges such as Covid-19 has brought about the best of humanity working together to overcome the challenge, and thinking creatively to transcend the constraints imposed by this challenge on our way of life.

MCO is a necessary disruption in our life in order to disrupt the transmission of Covid-19 virus. The virus has a major impact on the quality of life of people and it has a long-term impact on the economy. Economists are recommending SMEs whose income has been affected by Covid-19 to look towards income sources from the informal sector such as freelancing work or taking up odd jobs. Among those whose incomes are most severely impacted are individuals working in industries like travel, aviation, hotels, restaurants and e-hailing drivers.

The government can also chip in by encouraging start-ups to create part time jobs for online delivery, special services, or things like data entry. It is possible, with the help of the government, for industries or business associations to provide these types of opportunities. Bigger firms can also look into ways they can outsource some of their business activities to part-timers and leverage on the fact that there is a cheaper supply of services.

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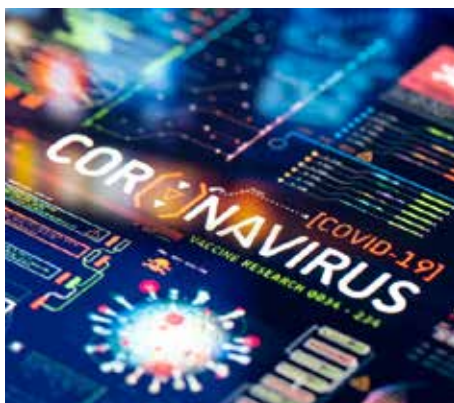
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This is especially so for businesses which are least-affected by the epidemic and are looking to increase production capacities. They can look into all these possible opportunities to create employment to support the unfortunate people who were retrenched or looking for supplementary sources of income.

The SME Association of Malaysia has also urged the small and medium enterprises (SMEs) to start viewing technology as an investment and not a cost if they survive and thrive in the post-movement

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Cover Story

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control order (MCO) environment. SMEs are the cornerstone of the local economy – in Malaysia, about 98.5% of registered businesses are SMEs, accounting for 37.1% of gross domestic product and 66% of total employment – and it's crucial that they need to adapt to the new normal. The pandemic has transformed the business environment fundamentally and SMEs must start rebuilding the new foundations for their businesses now to emerge stronger and more resilient.

While SMEs have already started to evolve to digital companies, those that have moved very gradually to accommodate this have found themselves to be disproportionately affected by the current situation. Today, what's extremely crucial is for SMEs to realise the role of technology as a strategic business enabler. The acceleration of the digital economy has opened SMEs up to more varied and intense competition. In a market full of choices, the customer is king and SMEs must also be mindful of the selling experience they are providing. There has been a shift in consumer buying behaviour as demonstrated with the e-commerce boom during the MCO.

Many business transactions were already being done online, and the MCO was the catalyst for many Malaysians to shop and sell only. It's never too late for SMEs who still have yet to develop a commanding online presence.

If SMEs are intimidated or not familiar with technology, they could always look at outsourcing their e-commerce needs to build strong online presence. That way, they concentrate on what they do best – running the business – while letting the outsourced company take care of their IT and e-commerce needs.

The Malaysian Government has introduced many initiatives involving digital technologies and ICT applications to local businesses. Whilst not entirely converting all the



processes into the electronic mode, it is useful in expediting business between the Government and the public. With getting the help from the right solution providers, SMEs are able to emerge stronger post-MCO which in turn will result in better contribution to the national economy. In an attempt to cushion the impact of the Movement Control Order (MCO) on small businesses, Malaysia Digital Economy Corporation (MDEC) has launched the #DigitalvsCovid campaign, compelling local technology companies to offer digital solutions and services to affected local businesses and consumers. Tech entrepreneurs who are a part of MDEC's Global Acceleration and Innovation Network (GAIN), and also those who are not part of the network, have got on board the initiative to help small businesses weather the impact of the Covid-19 pandemic.

While large corporations have contingency plans to minimise the impact of Covid-19, many small and medium enterprises (SMEs) and micro-enterprises may not be able to get through this global pandemic. One way forward is through automation and digitalisation. 80 tech companies are waiting to render their services and MDEC urges entrepreneurs from all industries to leverage these offerings.



How to Stay Relevant During the COVID-19 Crisis

..... by CEDAR Research Team

That's the most important question marketers are asking today. While this is a chaotic and unprecedented situation for everyone, no one knows this more than manufacturers. Everyone from small shops to multinational conglomerates will need to re-evaluate their customer experiences and digital technologies. Manufacturers are being forced to be creative with workarounds to make their business run in the face of major supply chain disruptions

With social distancing, self-isolating, and remote working becoming the new normal, there's been a shift in the market from the supply and demand side, due to which there's a shift in the marketing paradigm. For brands and marketers navigating the COVID-19 crisis, simply reaching the customer has become a challenge.

All these factors can influence business prospects and further cements the need of a crisis roadmap. To help marketers and their business steer through these uncertain times, here are several tips on how to be relevant to customers in this time, how to plan to work through this crisis, and how to keep up the momentum.

1 Go Online

First, an overall theme to your strategy: KEEP GOING! Moving your brand even more online will keep you connected to your customers and enable a unified customer experience. Three key areas to focus on: your story, website and data. Second, revisit your current content marketing and keyword strategy. Leverage keyword research and social listening tools for topics that provide insight into specific information they are seeking. Keywords targeted yesterday may not be the most relevant today, as search volume and term trends could be fluctuating

2 Ensure Your Products Are "Everywhere"

Although people are trying to maintain a general sense of optimism, the truth is that no one knows how long the traditional channels of sales reps and "brick & mortar" are going to be

compromised. In order to keep revenue pacing on targets, publishing products in online channels and having a robust e-commerce presence is critical. Be ready to go where your customers are going. Ensure all of your priority products are on your website and syndicated to your resellers and distributors. We recommend building a "task force" for the situation to ensure all products are visible and accessible to all customers.

3 Refresh Customer Experience Strategies

Providing an unforgettable customer experience is an important factor for the success of new businesses, the task is tricky, but not impossible. COVID-19 has created unprecedented disruption and uncertainty of when things will improve, meaning marketers must pivot their strategy in three crucial ways. Marketers should refresh their customer experience and look at their end-to-end sales processes to ensure they're able to respond with agility, engage across different sales channels and optimize processes.

4 Connect with a Cause

If you haven't already, dedicate a portion of your revenue toward a cause that is helping people get through this pandemic. Don't pick a small, obscure project that your customers won't know or relate to. Pick something that helps those directly impacted by the pandemic. If you can, tie it into something related to your business. For example, if your business makes exotic decorative collars for cats, consider donating to a cat rescue that is rehoming animals from people who are no longer able to care for their pets. If your business makes an education app for kids, donate some proceeds to an organization working to help parents get the support they need through the pandemic.

5 Strengthen Your Relationship with Customers

First, you must communicate regularly. Customers today want a relationship with the companies with whom they do business and to go beyond the transaction to a more engaging, human place. If you do not already have a

regular cadence of communication to your customers, now is the time to build one. Second, shelve the 'hard sell.' COVID-19 is an unprecedented pandemic. Be empathetic. Focus on strengthening your relationship with your customers but for reasons that are genuine and thoughtful, ask how they are doing. In the business world, a company can successfully build its brand name in many ways; advertising, online marketing, social media, and a plethora of other building processes. With a little hard work and a solid business plan, business owners can get their budding companies off to the right start. But perhaps the factor most important for the continued success of a company is its relationships with customers. Through positive word-of-mouth, those customers may be the champions needed to bring in new clients and provide an overall boon to the business.

6 Infuse Empathy in Your Marketing Communications

Marketers need to ensure they are using empathy in their marketing communications. Without that, communication is seen as "taking advantage of the situation", and no one wants that label. Marketing technology can still support the automated distribution of messages and provides invaluable insights to how people are engaging with new messaging. Empathy is likely the key part of staying or connecting with customers and prospects. Marketers should be working with the organization to understand how they are shifting in customer experience from, for example, phone support to self-service. Marketers should keep in "high touch" with their customers during this time. Keeping in contact with empathy and new innovative programs will create loyalty and a happier customer base as we exit this current challenge.

Source:
www.martechadvisor.com
<https://www.prdaily.com/>
<https://growthhackers.com/>

Twitter for Business: Everything You Need to Know [Part 2]

by CEDAR Research Team

Social media holds value for businesses of any size. It spans multiple demographics and spreads your company's message. As a business owner, you should carefully consider how Twitter will fit into your overall marketing plan. Here are some ideas on how to use Twitter to work for your business.

1 Use hashtags
Hashtags give users the chance to tag an identifying word or phrase that groups hundreds (or thousands) of tweets together. They are searchable and offer the perfect companion for live events. Hashtags are a great way to increase the visibility of your content beyond your own followers. There are many popular hashtags that most active Twitter users are familiar with, like #FollowFriday and #ThrowbackThursday.

You can also create your own hashtags to draw attention to your brand or to events you are holding, though it's possible it may not catch on. Many brands latch onto trending topics to contribute to the

conversation or sell their product. Use relevant hashtags; for example, if you tweet about starting a business, you might use the hashtag #entrepreneurship. You should also limit how many hashtags you use. The more you use, the less likely people are to interact with your content, because they'll find your posts spam-like.

Also, look at the trending box everyday – it's located on the left-hand side of your timeline if you're on a desktop or on the search tab on the Twitter app. The trending box provides a lot of inspiration on what to share with your followers. Just be sure it's relevant and you use the trending phrase or hashtag.

2 Handle problems through direct messages
Direct messages have evolved over the years, especially for brands. The way you interact with clients is important for troubleshooting issues and handling problems. It's smart to handle customers through DMs for a couple reasons. First, you don't want other users to see the problem and think less of your company.

Also, there is no character limit on DMs, which gives you the freedom to properly help customers without being limited to a certain number of characters.

By default, only users you follow can send you DMs. You can set up your Twitter account to receive messages from anyone, making it easier for all customers to contact you. Simply go to Privacy Settings and enable Receive Direct Messages from Anyone.

3 Use photos, GIFs and polls
Twitter allows users to add up to four photos to posts. You can also create graphics to add to your tweets. Not a Photoshop whiz? There are numerous tools online that help you create the image you need. Using photos and GIFs with your tweets is a great way to connect with followers. Twitter has a built-in GIF keyboard. Search a keyword and choose a clip that best suits your tweet.

Engaging with followers is imperative on Twitter to keep consumers interested in your brand. One fun way to involve your followers is to create a poll. Craft your question and select the responses. The poll stays live for 24 hours by default, but you can shorten that timeframe if you prefer.

4 Live tweet
Live tweeting is another way to get a topic trending on Twitter. Essentially, live tweeting is when a user tweets his or her reactions to a live event as it is happening, whether that is breaking news or entertainment-related. When brands throw events and want their



attendees to live tweet while they're there, the brand often creates its own individual hashtag to use and share with the invite list so that others can follow.

Live tweeting most commonly occurs with TV shows and televised events. It's not uncommon during events such as these to see the trends box filled with related topics – for example, in the case of the Oscars, you might see the official awards show hashtag listed along with the names of celebrities and films that win major awards. When you're live tweeting or using multiple tweets for the same topic, respond to your original tweet. This makes it easier for users to follow the entire conversation.

5 Participate in Twitter chats

Another way to engage followers or get a topic trending is by hosting a Twitter chat. Twitter chats are straightforward, but they require a relatively large and active follower base to be successful. A Twitter chat happens when several Twitter users discuss a specific topic simultaneously using a shared hashtag.

Usually, one Twitter user hosts a chat at a specific time and prepares specific questions and discussion points. The host will tweet out the questions, often with "Q1" or "Q2" (numbers vary depending on how many questions you're asking) preceding the questions, and other participants will respond with "A1" or "A2" and their thoughts. Twitter chats usually last about an hour. They are a great way to show how active you are on social media and to get your followers (and theirs) engaged.

6 Interact with influencers and customers

It's important to interact with the right people on Twitter. It's always smart to engage with your customers to keep them happy and potential customers to help them learn about your business. Perhaps there are others, such as journalists or influencers, you want to focus on, too. An easy way to do that is with Twitter lists.

Take advantage of the Twitter list function to create groups of journalists who are friendly to your cause or potential customers, influencers, industry-specific trade show attendees. You can then filter out the noise of random follower tweets and target your engagement to those folks who are more likely to help you reach your social media marketing objectives.

7 Advertise on Twitter

Using Twitter is free, but if you'd like to pay to promote your account on the platform, there are plenty of advertising options at your disposal.

Promoted Tweets: These ads are just like regular tweets, and they appear in a user's Twitter feed along with posts from



people the user follows. Promoted Tweets are a way for advertisers to increase engagement and expand their reach to a wider group of users beyond their follower base. These tweets are labeled "promoted" across the bottom of the ad, above the reply, retweet and like buttons. You can learn more about Promoted Tweets on Twitter.

Promoted Accounts: Promoted Accounts are designed to help brands become more discoverable and grow their number of followers. These ads are displayed in multiple locations on Twitter, including the Who to Follow box on the home page, your home page's Twitter feed and search results. Promoted Accounts ads target Twitter users who have interests relevant to the advertiser's brand so that brands can gain followers who are more likely to interact with their content. All of the ads are labelled as "Promoted" just like Promoted Tweets so users can distinguish them from other content on their feeds. To learn more about Promoted Accounts, go here.

Promoted Trends: Promoted Trends appear at the top of the trending topics list in the trends box on Twitter. They, too, are clearly labelled as "Promoted." These ads look exactly like other trending topics, and users can interact with them in the same ways. While Promoted Tweets and Promoted Accounts target specific users, Promoted Trends are visible to all users when the trends are being promoted. They're also visible on Twitter's mobile apps. If you want to get people talking about your business using a specific hashtag, Promoted Trends are a good way to go. For more-detailed information on Promoted Trends, head to Twitter.

In addition to these options, Twitter has a host of other marketing tools designed to help advertisers improve their campaigns.

Twitter Amplify: Amplify allows advertisers to share real-time television content (for example, videos of sports highlights) that they can integrate with their brand or sponsors. Twitter Amplify helps brands reach users beyond their current followers by delivering content to

targeted audiences. For more information on Twitter Amplify, go here.

Promoted Video: While Amplify gives brands the ability to share videos from TV programs and other broadcasts, Promoted Video opens up the possibilities, allowing advertisers to use any kind of video, thus allowing them to be more creative with their campaigns. Promoted Video is different from sharing a YouTube video in your tweets. While let you play a video in a tweet, Promoted Video content is hosted directly by Twitter and is only available as a paid marketing tool. Learn more about Promoted Video here.

Mobile app promotion: Mobile app companies, this is the tool for you. This option lets advertisers target and reach their desired audiences via mobile devices to drive app downloads. Advertisers can create a custom image and app description for use in the ad, and target users by their location, gender, language, and mobile platform (so, if your app is available only on iOS devices, you can target users who access Twitter from only those devices). The tool also features a unique measurement system so advertisers can see how their campaigns impact app installs, purchases and registrations.

Verified accounts on Twitter

Blue checkmarks, usually administered by Twitter, indicates the account is verified. This means that the social network considers the user to be a key brand or individual, or it confirms the user is who they say they are. According to the site, an account may be verified if it is determined to be an account of public interest. Typically, this includes accounts maintained by users in music, acting, fashion, government, politics, religion, journalism, media, sports, business and other key interest areas. Verified Twitter users can lose their verified status if they change their handle or protect their tweets. In these instances, Twitter will automatically review the user's account again to ensure it's still eligible for verification. This should be taken into consideration should you rebrand.

Source: businessnewsdaily.com

BUSINESS ALERT

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

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



OUTLOOK: NEUTRAL

- Siemens Gas and Power was awarded a contract to supply three SGT-300 industrial gas turbine generators (GTG), three mechanical-drive SGT-300 gas turbines and three DATUM centrifugal compressors for the PETRONAS Kasawari Gas Field Development Project in the South China Sea, offshore Sarawak in Malaysia. The customer, Malaysia Marine and Heavy Engineering (MMHE) has formed a joint venture with TechnipFMC to execute this work, with PETRONAS Carigali Sdn Bhd (PCSB) as the end user.
- With an estimated recoverable gas resource circa three 3 Tcf, the Kasawari field is one of the most significant gas discoveries in Malaysia. Once in production, the field will produce up to 900 MMscfd of gas, which will be delivered to the PETRONAS LNG Complex in Bintulu, Sarawak. The three SGT-300 GTG units will have dual-fuel capability. Each turbine will have a power capacity of 7.9 megawatts electric at ISO condition. The units will provide the necessary power to the entire CPP that will process and export

the natural gas. Power demands include living quarters and electrical utilities for all process systems and wellheads.



HEALTHCARE



OUTLOOK: NEUTRAL

- Duopharma Biotech Bhd's strategies moving forward include expanding its consumer healthcare (CHC) product portfolio and diversifying into high-value biologicals and niche products. The CHC business has contributed greatly to the group's overall strong results.
- The sector's strong performance was largely driven by the group's Flavettes Effervescent vitamin C product, which had rapidly become the bestseller among immune-boosting products. The company has maintained its position as the leading pharmaceutical company in Malaysia in terms of sales volume and second in terms of sales value. Duopharma Biotech is the first pharmaceutical company to commercialise erythropoietin branded as Erysa, a biosimilar product in Malaysia manufactured at our fill-and-finish facility in Klang.
- As for its specialty product portfolio, the group's breast-cancer treatment drug, Letrozole, will be launched soon. It is the first cancer drug in the country to be produced at a highly potent active

pharmaceutical ingredient (HPAPI) plant. Product registration submissions to the National Pharmaceutical Regulatory Agency to manufacture Letrozole tablets had already been approved.



BUSINESS SERVICES



OUTLOOK: NEUTRAL

- The damage inflicted by Covid-19 to the local transportation and logistics sector is no mere dent but destruction of varying degrees to different segment. AmResearch expects container throughput to contract by 15 per cent at Westports and 10 per cent at ports of MMC Corp Bhd this year. It also projects passenger volume for AirAsia Group Bud to shrink by 35 per cent, before rebounding 25 per cent next year from a low base. This is assuming that by then the pandemic will have been significantly contained or vaccines will have been made available. Pos Malaysia's mail volume to drop by 35 per cent in financial year 2020 (versus a contraction in the teens in FY19 based on our estimates).
- The local aerospace manufacturing sector has experienced a 30 per cent reduction in deliveries requirements for long-term contracts, resulted from the delay of aircraft deliveries in particularly among the airlines and lessors. Market observers said the Movement Control Order (MCO), which was enforced from March 18 till May 3, had partially halted manufacturing activities in Malaysia. However, the maintenance, repair and overhaul (MRO) services for both

commercial and private jet continued to operate to support grounded aircraft, despite a similar 30 per cent contraction in the overall operations.



TOURISM



OUTLOOK: NEUTRAL

- Losses suffered by the country's tourism and culture industries in the first half of this year from the Covid-19 pandemic amount to around RM45 billion. Tourism is one of the economic sectors hardest hit by the coronavirus, and is expected to be the last to recover. According to the Department of Statistics Malaysia (DOSM) for April 2020, employment volume has decreased by one per cent to 14.93 million people over the same period last year.
- Among the most affected workforce are those in the services sector, such as (hospitality), food and beverage, the arts, entertainment and recreation," she said at an engagement with industry players. Tourism Malaysia will strengthen domestic tourism initiatives under the Cuti-Cuti Malaysia campaign and intensify public relations activities and online collaborations with corporations, key opinion leaders and influencers. It will also enhance the quality of tourism products and services by adapting to the new normal to boost the confidence of tourists to travel again, hence encouraging them to stay longer, visit more places and spend more.
- To assist local tourism stakeholders, A grant known as Galakan Melancong Malaysia (GAMELAN) will be extended, primarily for domestic promotion and marketing activities. The ministry has also introduced a Special Fund for Tourism or SFT that supports the development of small and medium tourism entrepreneurs by offering soft loans with a minimum of RM50,000 and a maximum of RM10 million, according to the potential of the proposed project. This fund is managed by SME Bank.

COMMUNICATIONS CONTENT AND INFRASTRUCTURE



OUTLOOK: NEUTRAL

- The Malaysian communications and multimedia industry (C&M) has achieved an overall market capitalisation of RM 144.01 billion or 8.4 percent of total market capitalisation of Bursa Malaysia. The Malaysian Communications and Multimedia Commission (MCMC) said RM134.01 billion came from the telecommunications sector, RM7.29 billion from the broadcasting sector and RM2.71 billion from the postal and courier sector. The total value achieved also marked an increase RM 6.28 billion or 4.56 percent from RM 137.73 million in 2018.
- Furthermore, for the telecommunications sector CAPEX, or Capital Expenditure, in 2019, the recorded expenditure value was RM4.6 billion. From that amount, RM2.97 billion was used for mobile services CAPEX, while the balance of RM1.63 billion was for fixed services CAPEX.
- According to MCMC, most of the CAPEX was used to upgrade the mobile and fibre optic networks to increase network capacity and quality to enable the telecommunications sector to give the best service to customers. As regulator of the multimedia and communications industry – through initiatives such as NFCP and 5G – we are determined to ensure that societies in Malaysia continue to remain connected and are able to reap the benefits of high-quality connectivity.
- As the world confronts the Covid-19 pandemic, let us not forget that technology and telecommunications have been the foundation on which economies and lives continue to move forward even in the most unprecedented times.

WHOLESALE AND RETAIL



OUTLOOK: NEUTRAL

- Malaysia's sales value of wholesale and retail trade plunged 36.6% year-on-year (y-o-y) in April 2020, which was the biggest decline in history after recording a decrease of 5.7% in March 2020, according to the Department of Statistics Malaysia. In the normal business environment, it is estimated that the sales of wholesale and retail trade fell RM45 billion in April 2020.
- The steepest fall was recorded by motor vehicles which plummeted -93.2%, mostly due to precipitous drop in sales of motor vehicles of -93.7%. During MCO (Movement Control Order), car dealership centres and showrooms were not allowed to operate, thus affecting the sales of vehicles to customers.
- However, it is noted that online retail sales continued to record a significant increase at 28.9% in April 2020, indicating the expansion of e-commerce activities. Retail trade recorded a y-o-y decline of 32.4% to RM28.3 billion, as the imposition of the MCO since March 18 has resulted in negative growth for most retail activities. The main declines were observed in retail sales in specialist stores (-56.8%), retail sales of automotive fuel (-56.3%), retail sales of cultural & recreation goods (-53.2%) and retail sales of household equipment (-48.3%). Meanwhile, retail sale of food, beverages & tobacco recorded positive growth of 1.9% in April 2020.

PKS dan Pendigitalan

oleh CEDAR Research Team

Perusahaan kecil dan sederhana (PKS) perlu melakukan inovasi dan melaksanakan pendigitalan sebagai pola pemikiran, dalam semua bidang, untuk merebut peluang yang terdapat dalam ekonomi digital. Penggunaan pendigitalan haruslah menyeluruh yang meliputi individu, proses, teknologi dan data berikutan ia membolehkan syarikat melakukan inovasi dengan lebih cepat dan mencapai hasil perniagaan yang diinginkan. Analisis data akan menjadi elemen penting untuk memastikan ketersediaan data yang berkualiti tinggi, dapat bertindak, dipercayai dan lengkap. Syarikat juga perlu membangunkan tenaga kerja untuk masa depan dan peka untuk bersaing dalam era *Internet-of-Everything* ini.

PKS perlu mengintegrasikan teknologi maklumat dan teknologi operasi untuk meningkatkan kecekapan perniagaan secara keseluruhan. PKS perlu membina budaya komunikasi, kerjasama dan koordinasi antara pasukan ini yang disokong oleh kepimpinan syarikat. Kaji selidik daripada SME Corp menunjukkan pendigitalan adalah satu trend yang semakin meningkat dalam kalangan PKS Malaysia apabila sebanyak 28 peratus menyertai perniagaan dalam talian pada suku ketiga 2017 berbanding 27.2 peratus pada suku pertama tahun yang sama.

Bagi syarikat yang terbabit dalam perniagaan secara dalam talian, sebanyak 30 peratus daripada jualan mereka

daripada saluran digital. Kaji selidik itu turut mendapati majoriti daripada responden menggunakan komputer, telefon pintar dan Internet dalam operasi perniagaan harian mereka berikutan PKS menggunakan teknologi sedia ada dan cuba menyelaraskan semula perniagaan mereka kepada teknologi baharu selain mengakui kepentingan teknologi maklumat dan komunikasi (ICT).

Menyedari kepentingan ICT dalam era ekonomi digital hari ini, peningkatan pembabitan PKS dalam perniagaan secara dalam talian menunjukkan syarikat ini mahu mencapai pelanggan mereka dengan cara lebih baik dan mengembangkan perniagaan mereka. Penggunaan pasaran e-dagang semakin meningkat menunjukkan PKS lebih banyak berteraskan teknologi. Penekanan Malaysia kepada membina infrastruktur yang baik untuk menyokong pertumbuhan negara dan kewujudan platform e-dagang yang kukuh seperti Lelong dan Mudah, selain penggiat antarabangsa yang besar seperti Zalora, 11Street, Shopee dan Lazada membantu meningkatkan perniagaan e-dagang negara.

Ada kemungkinan PKS tidak sepenuhnya memahami pentingnya transformasi digital, dan langkah pertama yang perlu mereka laksanakan adalah melaksanakan transformasi digital. Bagi organisasi besar, tidak ada penangguhan dalam usaha transformasi digital. Syarikat besar juga semakin mempercepat inisiatif digitalisasi

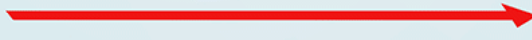
mereka. Jika biasanya transformasi digital dilaksanakan dalam tempoh lima tahun, ketika ini ia perlu dipercepatkan. Syarikat yang terus melakukan transformasi digital perlu fokus dalam meningkatkan pengalaman pelanggan di setiap titik hubungan. Ini untuk memanfaatkan norma baru di mana pelanggan beralih ke telefon pintar atau platform internet untuk membuat pembelian. PKS pasti akan mendapat keuntungan dalam menjangkau lebih ramai pelanggan dan mengurangkan kos operasi dengan menukar ke platform digital.

Untuk PKS mengadaptasi digitalisasi, mereka harus terlebih dahulu memahami keutamaan perniagaan yang memerlukan digitalisasi sama ada untuk membantu menurunkan kos operasi, memperoleh sasaran pelanggan baru, melancarkan produk atau perkhidmatan baharu serta mengoptimumkan sumber. Sebagai tambahan, PKS perlu memahami bahawa melalui digitalisasi mereka akan dapat mengakses data berharga termasuk profil pelanggan sasaran, di mana mereka berada dan juga corak jual beli. Data ini dapat berfungsi sebagai input yang berharga dalam perancangan pengeluaran, reka bentuk produk atau perkhidmatan dan juga saluran pemasaran untuk produk serta perkhidmatan PKS.





A



B



4 Cabaran Yang Dihadapi Oleh Organisasi

..... oleh CEDAR Research Team

Menurut John C. Maxwell, kepimpinan seseorang itu menentukan jatuh bangunnya setiap sesuatu. Lazimnya, isu-isu dalam sesebuah organisasi berpunca daripada masalah-masalah biasa yang berkisar pada penglibatan dan pelaksanaan. Punca bagi setiap masalah adalah kurangnya kesedaran diri, sama ada dalam kalangan pasukan kepimpinan atau dalam kalangan kakitangan. Dalam kes yang paling teruk, kekurangan kesedaran diri ini hadir secara menyeluruh. Berikut merupakan antara empat masalah biasa yang wujud dalam setiap organisasi, dan apa yang boleh dilakukan untuk mengatasinya.

1 Budaya Kerja Silo

Sebagai kakitangan, kita mungkin tidak sedar bagaimana kerja kita memberi kesan kepada tugas rakan sekerja di jabatan lain. Para pekerja tidak dapat melihat gambaran besar bagaimana sesebuah organisasi itu beroperasi secara keseluruhan bagi mencapai matlamat dan objektifnya. Akibatnya, terbentuklah budaya kerja secara silo.

Jika kita dalam bahagian jualan, kenapa kita perlu ambil tahu tentang apa yang berlaku di jabatan Sumber Manusia atau Kewangan? Ia tiada kena-mengena dengan kita, bukan? Apabila sikap sedemikian dibiarkan, ia akan mencetuskan pelbagai masalah yang berpotensi membawa kepada konflik.

Bagaimana cara mengatasinya: Mengadakan mesyuarat yang melibatkan semua jabatan sekali atau dua kali sebulan adalah cara baik untuk berkongsi tentang apa yang sedang berlaku di jabatan masing-masing, termasuk kejayaan dan cabaran yang dihadapi.

Para pemimpin boleh mengambil peluang ini untuk mengutarakan idea bagaimana jabatan-jabatan ini dapat bekerjasama bagi menyelesaikan sesuatu masalah atau mengambil kesempatan daripada hasil yang memberangsangkan. Dengan cara ini, ia dapat memberi perspektif yang lebih meluas tentang sumbangan dan kerjasama mereka kepada organisasi secara keseluruhannya.

2 Tiada Pemimpin Yang Ketara

Pemimpin yang mengurus secara mikro atau yang menghilangkan diri untuk masa yang lama boleh menjadi penyebab berlakunya masalah besar. Steve Jobs pernah berkata yang beliau menggaji kakitangan yang bijak supaya mereka boleh memberitahunya apa yang perlu dilakukan. Tetapi ini tidak bermakna yang beliau hanya menjadi bayang-bayang di Apple dan membiarkan kakitangan lain membuat kerja.

Pekerja yang bijak juga perlu diberitahu sama ada apa yang dilakukan mereka seiring dengan hala tuju syarikat. Adalah mustahil untuk seseorang pekerja itu mengetahui jika langkah yang diambilnya adalah betul atau tidak jika tiada pemimpin mengemudi bahtera.

Bagaimana cara mengatasinya: Pemimpin yang efektif perlu melibatkan diri bersama pasukan sepanjang masa. Mereka perlu sentiasa ada untuk memberi sokongan yang diperlukan. Penting bagi seseorang pemimpin untuk mudah dihubungi oleh kakitangannya. Mereka perlu bersifat proaktif dalam mengenal pasti apa yang diperlukan oleh kakitangan untuk menjalankan tugas dengan lebih baik.

3 Kakitangan Tidak Berani Mengutarakan Pendapat

Kebanyakan pemimpin pasti tahu bagaimana rasanya berada di dalam sebuah bilik yang penuh dengan kakitangan tatkala mencari punca isu-isu utama. Sebaik sahaja ditanya pendapat mereka tentang permasalahan berkenaan, bilik mesyuarat akan tiba-tiba menjadi senyap. Tiada sesiapa ingin membuat apa-apa untuk mengganggu keadaan. Ini mungkin bermakna mereka tiada keyakinan pada kepimpinan atau jika penyelesaian boleh dicapai atau tidak. Kadang-kadang ia adalah kedua-duanya.

Bagaimana cara mengatasinya: Ini mungkin pahit untuk ditelan tetapi apabila semua orang diam seribu bahasa, inilah masanya pemimpin harus membuka bicara. Inilah masanya untuk mengeluarkan kata-kata yang

berani. Ia adalah tugas sang pemimpin untuk menyuarakan pendapat. Mungkin ada sesetengah daripada mereka yang kurang selesa berbicara tentang kepayahan yang dialami dan mengapa ia timbul, tetapi inilah satu-satunya cara untuk mengemudi pasukan anda untuk mencapai penyelesaian. Janganlah lari daripada masalah, ia hanya akan menjadikannya lebih besar dan lebih sukar untuk ditangani.

4 Tiada Penghargaan Diberi

Isu ini adalah isu yang biasa dalam mana-mana industri. Apabila terjadi, ia boleh memberi kesan yang paling negatif. Apa yang terjadi adalah para pemimpin sering dibelenggu dalam dunia sendiri: dalam menangani masalah yang tidak pernah surut, mereka akan berasa yang mereka tiada masa untuk memikirkan perkara lain selain daripada tugas yang sedang disiapkan. Hasilnya, mereka terlepas pandang kakitangan yang bertungkus lumus menyiapkan tugas yang diberi. Kakitangan akan merasa tidak dihargai.

Bagaimana cara mengatasinya: Tunjukkan penghargaan kepada sumbangan kakitangan anda dengan kata-kata seperti, "Ahmad, terima kasih kerana menyediakan slaid pembentangan itu untuk saya – bagus kerja kamu, saya sangat menghargainya." Itu sudah cukup untuk membuat pekerja anda merasa dihargai. Kalau anda ingin menunjukkan lebih rasa terima kasih, anda boleh juga berbelanja mereka makan tengah hari di luar, atau belikan mereka tiket menonton wayang.

Sebagai seorang pemimpin, anda boleh menunjukkan yang anda prihatin dalam pelbagai cara, dan yang paling mudah adalah dengan memberikan pujian ikhlas kepada kakitangan atau rakan sekerja setiap hari. Biasakan diri membuatnya tetapi ia haruslah ikhlas dan spesifik. Anda mungkin akan terkejut dengan perbezaan yang terhasil.

Sumber: Leaderonomics

Temubual oleh Nursyafiqah Mohd Rafee

SEMANG USAHAWAN bersama

Aliyaa Suraiya Mohd Hilmi

Pengarah Urusan



Nama Syarikat
Mutiara Figs Sdn. Bhd.

Bidang Perniagaan
Pembekal makanan
berasaskan buah tin

Alamat Perniagaan
No.3, Jalan Tengku
Ampuan Zabedah J 9J, 40100,
Seksyen 9, Shah Alam,
Selangor Darul Ehsan

Email
hello@mutiarafigs.com.my

Laman Web
mutiarafigs.com.my/



bersama. Sejak itu, keluarganya mula menghasilkan teh daripada daun pokok tin secara kecil-kecilan sebelum mengkomersialkan tanaman itu.

Bertitik tolak dari situ, maka wujudlah Mutiara Figs Sdn Bhd yang diasaskan oleh Mohd Hilmi dan isterinya, Faridah Hasni Ramli, serta tiga orang anak mereka yang juga arkitek bersama-sama mengembangkan perniagaan pertanian itu. Nama mutiara itu diilhamkan oleh nilai buah tin tersebut. Pokok tin adalah buah yang bernilai seperti mutiara, jadi kami menyebutnya Mutiara.

Boleh anda ceritakan bagaimana perkembangan perniagaan anda?

Pada permulaannya ia hanyalah sekadar hobi bagi seorang Arkitek, Mohd Hilmi Yusoff. Namun, beliau mula beralih arah dan mula mengusahakan tanaman pokok tin secara sepenuh masa. Menyedari kebaikan buah Tin dan manfaatnya, keluarga arkitek ini menjadikan hobi tersebut sebagai satu perniagaan yang berasaskan pertanian, maka lahirlah Mutiara Figs Sdn Bhd. Pengarah Urusannya, Aliyaa Suraiya Mohd Hilmi, telah berkongsi pengalaman, pengetahuan dan pendapat beliau dalam dunia keusahawanan dengan BizPulse.

Apakah yang mendorong keluarga anda untuk menceburi perniagaan sekarang?

Idea di sebalik perniagaan itu adalah untuk mendidik masyarakat tentang kebaikan buah tin yang mempunyai khasiat tersendiri. Rasa cinta ayah saya yang mendalam terhadap pokok tin atau nama saintifiknya, *ficus carica* mendorong kami untuk mengkomersialkan tanaman asal Asia Barat itu untuk pasaran tempatan. Kami mula mengusahakan tanaman tersebut menerusi kaedah fertigasi di tapak seluas 0.2 hektar yang terletak di Jalan Kebun, Seksyen 30, Shah Alam, Selangor. Kini, perniagaan keluarga yang ditubuhkan pada tahun

2017 itu semakin berkembang maju, malah turut menghasilkan produk hiliran lain berasaskan tanaman buah tin.

Pada permulaan, ramai yang tidak mengetahui apakah jenis tanaman itu dan khasiatnya pada kesihatan. Ayah saya gemarkan landskap dan seni bina. Pelbagai jenis tanaman yang ditanamnya sebagai hobi di belakang rumah termasuklah menanam pokok tin. Beliau mahu mengamalkan pengambilan 'sebihi buah tin sehari' seperti mana sebihi epal sehari untuk kesihatan yang lebih baik selain mahu khasiat buah ini dikongsi

Syarikat kami serius membangunkan ladang buah tin yang dibantu bersama empat kakitangan tetap serta beberapa orang pelajar praktikal. Terdapat empat buah rumah pelindung hujan (rumah hijau) yang menampung kira-kira 300 spesies pokok tin. Ladang kami menempatkan kira-kira 3,000 pokok tin. Pokok tin perlu ditanam di rumah hijau bagi mengawal dan menggalakkan pertumbuhannya selain menghalang serangan serangga dan haiwan perosak. Soal pengurusan ladang diuruskan oleh ayahnya, manakala beliau serta adik beradik yang lain beri tumpuan kepada pengurusan perniagaan.



Sumber daripada Internet



Sumber daripada Internet

Jika hendak dikongsi

tentang teknik penjagaan pokok tin, saya boleh menyifatkan bahawa tanaman itu 'manja' kerana ia memerlukan penjagaan yang sangat rapi. Pokok tin berbuah dua kali setahun dan melalui pokok yang subur ia boleh menghasilkan buah untuk dituai hanya selepas empat bulan. Tempoh masa yang pendek itu berkeupayaan untuk mendatangkan hasil yang lumayan tetapi dengan syarat ia dijaga rapi. Ladang kami pernah mencecah tuaian buah tin sehingga 40-kilogram sehari pada musim tertentu. Namun, pada musim hujan dan tiada matahari, khususnya bulan Disember buah akan kurang. Ketika itu tuaian hanya mencecah lima hingga enam kilogram sehari.

Bagaimanakah anda menjaga dan mengekalkan kualiti produk anda?

Jangka hayat buah tin hanya bertahan tiga hari sahaja dan perlu dimasukkan dalam peti sejuk. Justeru kami perlu memastikan kesegaran buah kami apabila diterima oleh pelanggan. Buah tin yang dihasilkan menerima permintaan tinggi



Sumber daripada Internet

terutama dalam kalangan pengusaha hotel mahupun kafe berikutan penggunaannya dalam masakan.

Kebiasaannya cef menggunakan buah premium ini untuk hiasan hidangan 'fine dining' di hotel. Susulan permintaan yang menggalakkan itu, kami yakin perniagaan buah tin berpotensi untuk diperluaskan lagi pada masa depan. Bagaimanapun, penanaman pokok tin di negara ini masih dalam skala kecil berikutan kos yang tinggi bagi pembinaan rumah hijau. Ramai usahawan yang menanam pokok tin ini tetapi tidak dikomersialkan secara besar-besaran. Pokok tin perlu ditanam di rumah hijau bagi mengawal dan menggalakkan pertumbuhan pokoknya.

Apakah strategi atau konsep perniagaan anda?

Dengan pengalaman yang dimiliki, kami yakin syarikat bakal menjadi peneraju dalam bidang ini. Buat masa ini, kami lebih memberi fokus kepada pasaran domestik berbanding import. Harga pasaran bagi

sekilogram buah tin adalah RM80 dan dijual mengikut grad iaitu A, B dan Baby Figs. Ladang kami mengeluarkan tiga jenis buah tin yang berwarna merah, kuning kehijauan dan hitam. Buah tin yang berwarna kuning kehijauan lebih tinggi anti oksidan, manakala untuk rasa yang lebih manis adalah warna merah dan hitam. Rasa buah tin yang lemak manis dan berair menyebabkan buah itu amat diminati ramai. Selain mengandungi zat anti oksidan, vitamin A, vitamin B1, kalsium, zat besi, fosforus, mangan, sodium, potassium dan klorin, beliau berkata, buah tin juga mengandungi fiber yang dipercayai boleh membantu menurunkan kolesterol dan mengawal paras gula dalam darah. Malah, daun pokok tin juga boleh digunakan untuk membuat teh yang dipercayai mampu mengawal kandungan gula penyakit kencing manis dan batang pokok juga boleh dijual sebagai anak benih.

Mutiara Figs turut mengeluarkan produk makanan berasaskan buah tin dengan menghasilkan sambal hijau fig, sambal merah fig, sambal bilis fig, acar buah tin, biskut, teh buah tin dan terbaharu, raspberry fig dan walnut jam. Mutiara Fig juga mengeluarkan produk mandian berasaskan buah tin seperti sabun, scrub badan dan pencuci wajah. Syarikat turut merancang mengembangkan lagi produk berasaskan buah tin dengan menghasilkan salad segar daripada buahnya. Tidak cukup dengan itu, syarikat juga merancang mengembangkan buah tin dalam segmen farmaseutikal menerusi kerjasama dengan universiti tempatan di negara ini. Pihak Mutiara Figs telah bekerjasama dengan Universiti UCSI, Universiti Sains Malaysia (USM) dan Universiti Malaysia Terengganu (UMT) melalui kajian penyelidikan terhadap buah Tin dan kegunaan daunnya.

Sumber: bisnessinar.com



Sumber daripada Internet



Author : Chip Heath & Dan Heath
Pages : 322 pages
Publisher : Currency

Switch: How to Change Things When Change Is Hard

Why is change so difficult and frightening? How do you create change when you have few resources and no title or authority to back you up? Chip and Dan Heath, the best-selling authors of *Made to Stick*, are back with a ground-breaking book that addresses one of the greatest challenges of our personal and professional lives – how to change things when change is hard. In their follow-up book to the critically acclaimed international bestseller *Made to Stick*, Chip and Dan Heath talk about how difficult change is in our companies, our careers, and our lives, why change is so hard, and how we can overcome our resistance and make change happen.

Throughout *Switch*, Chip and Dan Heath illustrate and explain situations in which sweeping change was adopted, from a university researcher who ended the cycle of child abuse in a group of families, to an entrepreneur who turned his sceptical employees into customer service zealots and saved his company. In the tradition of *Made to Stick*, *Blink*, and *Outliers*, *Switch* is filled with engaging and entertaining stories of how companies and individuals have brought about and sustained significant change. An indispensable guide to making change happen, it is certain to become a classic.

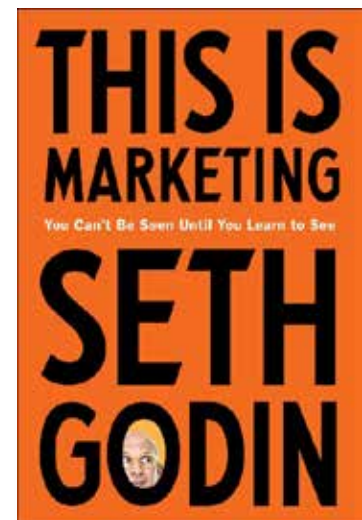
This Is Marketing: You Can't Be Seen Until You Learn to See

Over the past quarter century, Seth Godin has taught and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas and phrases that have made their way into mainstream business language. Now, for the first time, Godin offers the core of his marketing wisdom in one accessible, timeless package.

At the heart of his approach is a big idea: Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. They don't just make noise; they make the world better. Truly powerful marketing is

grounded in empathy, generosity, and emotional labour.

This book teaches you how to identify your smallest viable audience; draw on the right signals and signs to position your offering; build trust and permission with your target market; speak to the narratives your audience tells themselves about status, affiliation, and dominance; spot opportunities to create and release tension; and give people the tools to achieve their goals. It's time for marketers to stop lying, spamming, and feeling guilty about their work. It's time to stop confusing social media metrics with true connections. It's time to stop wasting money on stolen attention that won't pay off in the long run.



Author : Seth Godin
Pages : 288 pages
Publisher : Penguin Audio