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COVER STORY

Covid 19: Impact on Malaysian Businesses

The COVID-19 pandemic has seen business and global leaders trying to manage a crisis that very few were prepared for. According to the 22nd edition of the EY Global Capital Confidence Barometer (CCB22), Malaysia respondents anticipate a prolonged and deeper impact on the economy, and are now focusing on developing resilience in their supply chains, protecting their revenues and managing their margins and profitability, while reconfiguring capital allocation and merger and acquisition (M&A) plans for the post-COVID-19 world.

A majority (Malaysia 94%, SEA 88%, global 73%) of the survey respondents of more than 2,900 C-suite executives globally, including 260 from SEA (covering Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam), expect the COVID-19 pandemic to have a severe impact on the global economy in the form of depressed consumer sentiment, deep decline in consumption and disrupted supply chain.

In Malaysia, 62% of the respondents expect a "U"-shaped recovery period of slower economic activity extending into 2021, while 38% see a "V"-shaped recovery and a return to normal economic activity in Q3 this year. Very few (less than 1%) foresee an "L"-shaped recovery and recessionary conditions until 2022. Nevertheless, all Malaysia respondents (100%) expect the pandemic to cause a decline in their profitability.

Indeed, as executives review their operating models in response to the crisis,

governments around the world, including Malaysia, have been proactively offering stimulus packages to help enterprise and people weather the impact of COVID-19.

The pandemic has accelerated economic slowdown and created business disruption coupled with a liquidity crunch. The general consensus by the Malaysia respondents seems to indicate that there is an imminent risk of a recession, the magnitude of which is anticipated to be large with a prolonged U-shaped recovery. Across all sectors, companies will need to transform, reboot and reshape themselves, which will give rise to both opportunistic and strategic M&As in the post COVID-19 era.

Focusing On Strategic And Portfolio Reviews

Businesses realize the need to change and have taken steps to re-evaluate and change their business models. Emerging from a global crisis such as COVID-19, Malaysia respondents are looking at more frequent and robust strategy and portfolio review processes to better understand the future direction of their markets and the resulting growth opportunities.

An always-on strategy and portfolio review process will allow companies to identify areas of growth at the earliest opportunity and surface areas of under-performance sooner. This will also enable them to prepare to divest and reinvest should the need arise. Divesting stressed and distressed assets is a typical trend during a crisis and recovery and we should also expect this during post-COVID-19.

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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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Cover Story

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Opportunities To Accelerate Acquisitions

After addressing the now and planning for the next, companies will eventually focus on the beyond – activating transformation.

Despite current social and economic upheavals, executives are maintaining some focus on M&As. If there is any prolonged downturn due to the current crisis, executives may be bolder in their ambitions and look to acquire those assets that will help them accelerate into an upturn faster.

Even with the decline in market sentiment, 47% of the Malaysia respondents say that they intend to pursue M&A transactions in the next 12 months. This is higher than the Malaysia Capital Confidence Barometer average of 44% since 2010. Three-quarters (71%) of Malaysia respondents are expecting to see increasing competition for assets in the next 12 months, with a majority (53%) believing the competition to come from private capital. The emergence of COVID-19 underscores the need to assess potential targets more broadly in terms of resilience. Executives continue to look at a range of drivers for M&A to complement their strategic direction. Growth in new markets and adjacent sectors is key. But they will also look to acquire new capabilities and protect against disruption of all kinds.

Almost half (46%) of the Malaysia respondents expect to do deals that significantly push the dial and transform the business. This is more aggressive than the global respondents, where the majority of global respondents (42%) expect to do bolt-on acquisitions that complement their current business model and only 27% expect to do transformative deals.

The Transformation Imperative

As most Malaysian companies start to look ahead to the new normal, we expect to see large-scale transformation in many sectors, as many of them will be significantly reshaped. Companies will consider new strategies



for better agility, flexibility and resilience. Companies are already taking steps to effect change in their global supply chains (44%), digital transformation (28%), speed of automation (28%) and management of workforce (39%).

Many companies will no longer see COVID-19 as a one-off event. The case for change is highest when adapting to a crisis. In many ways, the unwelcome and unexpected emergence of the pandemic will further cement transformational strategies in the boardroom. 59% of Malaysia respondents are already undertaking a significant transformation programme. Pre-COVID-19 crisis, the key reasons driving transformation initiatives were pressure on revenue targets (25%), keeping up with competitors' technology (15%) and moving into adjacent sectors (15%).

Looking beyond the crisis, many companies will be turning to M&A to take advantage of lower valuations and the rise in distressed assets coming into the market and to advance their transformation agenda. Although some dark clouds remain, Malaysian companies have reasons to be cautiously optimistic about addressing today's challenges, planning for the next and thinking beyond.

Source: Ernst & Young (www.ey.com/en_my)



Opportunities In Times Of Crisis

..... by CEDAR Research Team

The coronavirus pandemic has a lot of dark sides. Around the world, people get ill and die, schools close, the healthcare system is overloaded, employees lose their jobs, companies face bankruptcy, stock markets collapse and countries have to spend billions on bailouts and medical aid. And for everyone, whether directly hurt or not, Covid-19 is a huge stressor shaking up our psyche, triggering our fears and uncertainties. No matter how serious and sad all of this is, there are upsides as well.

Opportunity 1: More Time

In today's overheated economy time is often seen as the most valuable and sparse thing we have. Covid-19 shows why: because we have stacked our week with social gatherings and entertainment such as going to the theatre, birthdays, cinema, restaurant, gym, concerts and what is more. Suddenly, all of that is cancelled or forbidden, giving us significant amounts of extra time. And still, life goes on. This shows us how easy it is to clear our calendars. The opportunity is that we can spend this time on other things—or even better, on nothing and enjoy the free time. To seize this first opportunity though, re-arranging how you spend your time and reserving time for nothingness is key.

Opportunity 2: Reflect And Reconsider

The fact that the coronavirus disrupts our day-to-day lives provides an opportunity to reflect on things and to reconsider what we do, how we do it and why we do it. Many people have had to change their mode of working and work from home instead of at the office. This means that a lot of our routines are interrupted. This offers a great opportunity to rethink our habits and routines and make changes. Now that you haven't been able to do what you usually did, you can reflect on whether you really want to continue doing so after the crisis. The virus forces you to make changes to your daily life that you might actually want to keep also after the crisis.

Opportunity 3: Speed And Innovation

Many organizations suffer from slow procedures, complex bureaucracies and rigid hierarchies making organizational life less than pleasant. The coronavirus has forced many of them to breakthrough these rigid systems and act instantly. Suddenly procedures can be skipped or accelerated, rules can be side-tracked and decisions can be made more autonomously without formal approval. And suddenly employees are allowed to work from home without direct supervision.

Covid-19 shows that, as long as there is a strong enough stimulus, things can change. This leads to remarkable innovations. Not being allowed to open their doors, restaurants, for example, are shifting to delivery mode. And schools suddenly do much of the teaching and even some of the testing online. This brings the opportunity to create innovations now that can be maintained after the crisis.

Opportunity 4: Better Meetings

As referred to in an earlier article, people spend up to 23 hours per week in meetings, half of which are considered a failure or waste of time. The current crisis has forced us to rethink how we deal with meetings. Because in many countries it is not allowed anymore to meet with a group of persons, many meetings are cancelled. And when they still take place, they are mostly virtual and shorter.

As such, it provides an excellent opportunity for resolving one of the most disliked parts of organizational life. The technology for this is already present and mature for a couple of years, but the coronavirus triggers a sudden need for it. The real opportunity here is to make systematic changes so that meetings will be more effective, also after the crisis.

Source: forbes.com

6 Things Customers Dislike About Sales People

by CEDAR Research Team

Do you get the feeling sometimes that your customers don't like you? It might not be your imagination! Here are the top 6 reasons customers dislike salespeople.

1 Not listening
This was the most cited reason customers dislike salespeople. Too many salespeople neglect to listen to what their customers or prospects say which means they fail to address the key issues that their customer has stated as being important. For instance, let say there is one scenario in a meeting, where the salespeople asked some great questions to learn more about the client's particular situation. However, the salespeople did not listen to the client's responses, and as a result, the salespeople's solution did not address the client's business challenges and buying requirements.

2 Talking too much
Most salespeople think that telling is selling. However, it should be the other way around. The prospect or customer should do most of the talking in a sales conversation. Sales people react to this idea by saying, "But if they're doing all the talking how can I sell my product?" The key is to let your customer do enough talking so that you can properly present a solution to their problem or situation.

3 Lack of knowledge
In today's information-rich world, there is no reason for a salesperson to lack knowledge about the products and

services they sell. A salespeople should know their products and need to be able to speak intelligently about them and the differences between each. The lifecycles of many products are very short and that many companies introduce new products at an alarming rate. However, if you don't know enough about your products, you are going to lose your customer's respect, and in all likelihood, the sale. Do yourself a favour and invest the necessary time learning about your products and services.

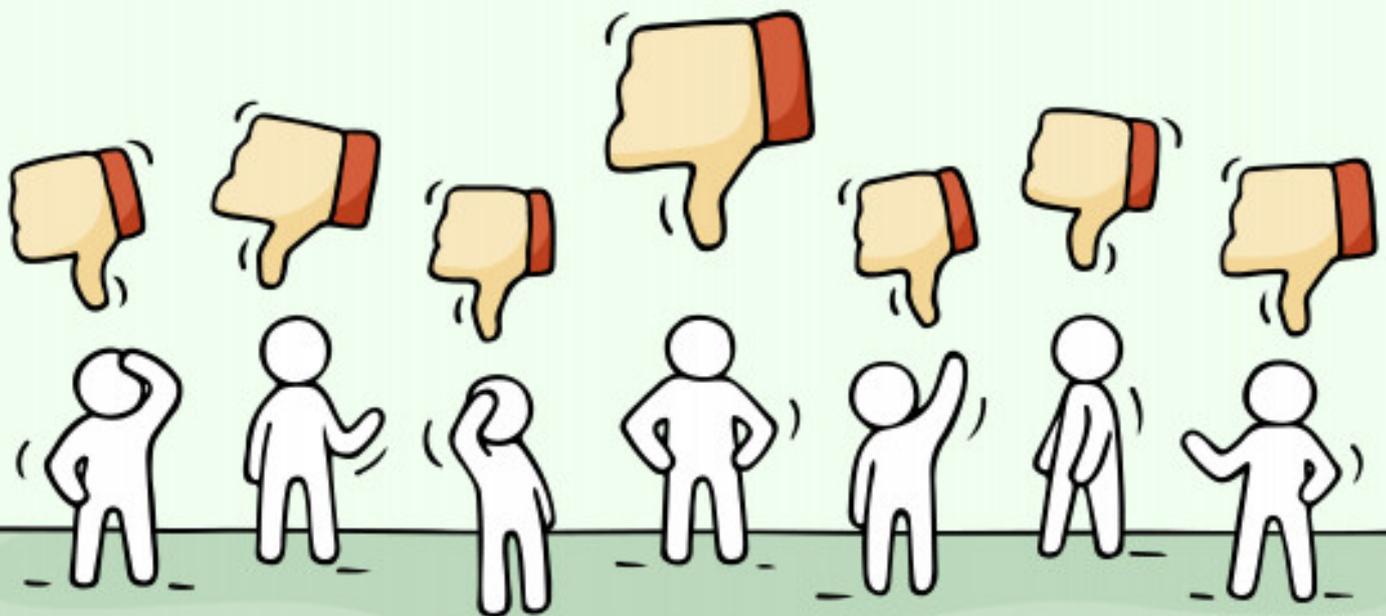
4 Lack of follow-up
Many sales people say they will do something and fail to follow through. This ranges from promising to get information to taking care of a problem or concern. Many people use this as a barometer before they make a final buying decision. Here's how.

A potential customer asks for a particular piece of information and the sales person promises to deliver it by a certain date. The deadline passes and the prospect has to call and remind the salesperson. Because the sale has not been finalized, warning signals sound in the customer's mind. After all, if the sales person is this slow to respond BEFORE the sale is made (the courting stage), how long will it take him to respond AFTER the sale (the marriage)? Lack of follow up results in lost sales. A person contacts two or three companies about a particular item or project. All three submit a quote but only one makes the effort to follow up. Who is more likely going to get the sale?

5 Lying
"I don't care about the customer and I'll tell them anything I have to in order to get the sale." Believe it or not, this statement has always been the mantra for most salespeople. Unfortunately, the number of sales people who lie or intentionally mislead their customers is staggering. This behaviour includes; overstating the capabilities of your product, stretching the truth, or giving people the wrong information. Almost everyone has bought a product from someone who was less than truthful, and as a result, has become more sceptical with their buying decisions.

6 Refusal to take 'no' for an answer
Almost everyone in sales knows the importance of persistence. However, there is a fine line between persistence and stalking. While you shouldn't drop your efforts after the first 'no', it is critical to recognize that you won't gain anything by pressuring people. In many cases, the reason someone says 'no' is because they don't see the value in your product/service or because they are not a highly qualified prospect.

Source: businessknowhow.com



4 Cabaran Dihadapi Usahawan

..... oleh CEDAR Research Team

Pada masa kini, ramai yang sudah berjinak-jinak di dalam bidang perniagaan sama ada sebagai sumber pendapatan utama atau sumber pendapatan tambahan (berniaga secara sambilan). Sektor perniagaan yang dijalankan oleh para usahawan ini secara langsung mewujudkan peluang-peluang pekerjaan baharu serta meningkatkan pendapatan dan aktiviti ekonomi negara. Apabila menceburi bidang perniagaan dan bergelar seorang usahawan, masalah yang bakal dihadapi pula adalah berbeza daripada masalah yang dihadapi oleh mereka yang hanya bekerja makan gaji. Walau bagaimanapun, cabaran-cabaran ini boleh diselesaikan sekiranya anda mempunyai ilmu yang cukup, mengetahui teknik dan selok-belok, serta bijak dalam menghadapinya. Apakah cabaran-cabaran yang dihadapi oleh mereka yang menjalankan perniagaan?

1 Cabaran Kewangan
Ini adalah cabaran utama yang dihadapi oleh para usahawan. Cabaran kewangan merangkumi perkara-perkara seperti masalah modal, masalah aliran tunai (*cashflow*), masalah belanjawan, masalah bayaran masuk, masalah pengurusan akaun, masalah pengurusan hutang dan kos-kos operasi syarikat serta kos-kos tambahan dan lain-lain.

Perniagaan yang mantap ialah perniagaan yang tiada masalah kebocoran duit. Setiap transaksi kewangan direkod dengan baik manakala laporan akaun syarikat perlu sepadan. Tanpa ilmu pengurusan kewangan yang betul, bagaimana untuk memastikan perniagaan yang dijalankan itu masih bernyawa?

Cara hadapi:

- Lengkapkan diri dengan ilmu pengurusan kewangan dengan secukupnya.
- Pisahkan antara kewangan perniagaan dengan kewangan peribadi.
- Dapatkan bantuan mereka yang pakar dalam pengurusan kewangan.

- Pastikan pendapatan dan untung mengatasi kos dan hutang perniagaan.
- Sediakan dana atau tabung kecemasan perniagaan sekiranya situasi mendesak.

2 Cabaran Persaingan

Cabaran kedua yang sering dihadapi oleh para usahawan pula ialah cabaran persaingan. Kadangkala, terdapat jenis perniagaan yang sama yang dijalankan oleh beberapa individu, lalu wujudnya persaingan. Jadi, ianya sukar untuk menyerlahkan perniagaan anda dan juga sukar untuk menarik pelanggan. Ini belum lagi cabaran persaingan yang melibatkan mereka yang menggunakan jalan pintas dan teknik kotor.

Cara hadapi:

- Amalkan persaingan sihat. Jalan pintas dan kotor bukan hanya menyalahi etika dan undang-undang, tetapi ia juga tidak kekal lama. Reputasi dan imej perniagaan juga bakal tercalar.
- Lakukan strategi pemasaran yang betul. Pasarkan perniagaan ikut kumpulan sasaran.
- Tekankan kepada penjenamaan perniagaan. Fikirkan perkara unik yang boleh jadi kunci dalam menyerlahkan perniagaan korang. Cari USP (*Unique Selling Point*).

3 Cabaran Emosi

Cabaran ketiga ini lebih bersifat peribadi dan melibatkan diri anda sendiri sebenarnya. Walaupun didorong oleh sikap profesionalisme dan semangat keusahawanan tinggi, namun anda masih tetap manusia biasa yang ada emosi dan perasaan. Masalah-masalah perniagaan seperti rugi teruk, tiada pelanggan, untung sedikit dan sebagainya boleh membuatkan semangat anda pudar. Maka, mulalah rasa hilang semangat dan tiada motivasi untuk meneruskan perniagaan.

Cara hadapi:

- Kosongkan minda buat seketika. Kaji semula niat, tujuan dan matlamat anda tubuhkan perniagaan ini. Jika diiringi

dengan tujuan yang betul, pasti akan beri anda kekuatan untuk teruskan perniagaan tersebut.

- Rapatkan diri dengan insan-insan yang positif dan berpengalaman. Ambil inspirasi daripada kisah dan 'aura' positif mereka.
- Hadiri kelas atau seminar perniagaan. Kebanyakan kelas ini mempunyai elemen dan unsur motivasi yang boleh membantu.

4 Cabaran Sistem

Cabaran keempat pula melibatkan sistem perniagaan. Perniagaan yang berjaya adalah perniagaan yang sistematik.

Terdapat dua faktor utama yang mendorong sesebuah perniagaan itu untuk menjadi sistematik:

Faktor Sistem Pengurusan Dalam

Faktor ini melibatkan pengurusan dalaman syarikat seperti pekerja, dokumen syarikat, kewangan dan juga lokasi sesuatu perniagaan itu. Bayangkan tanpa kewujudan sistem yang teratur, maka boleh terjadi kes pekerja syarikat bermasalah, rahsia dan dokumen syarikat terbongkar atau kewangan syarikat diseleweng dan sebagainya.

Faktor Sistem Jaringan (*Networking*)

Faktor ini pula ialah faktor luaran yang sama pentingnya juga seperti faktor yang pertama di atas. *Networking* ini penting kerana tiada perniagaan yang mampu berdiri dengan sendiri tanpa rantaian sokongan yang sistematik. Mereka ini adalah jemaah yang menjayakan perniagaan anda. Contohnya, pembekal, pemborong, rakan kongsi, penasihat-penasihat syarikat dan lain-lain.

Cara hadapi:

- Wujudkan sistem pengurusan dalaman syarikat yang teratur, mudah diikuti dan mesra pekerja.
- Pastikan juga dokumentasi dan pengurusan kewangan adalah sistematik.
- Dapatkan lokasi perniagaan (jika perlukan pejabat) yang sesuai.
- Sertai seminar perniagaan/kumpulan atau persatuan yang melibatkan para peniaga (usahawan) untuk bina *networking*.

BUSINESS ALERT

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

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



OUTLOOK: NEUTRAL

- Malaysia-based diversified company KNM Group's wholly-owned subsidiary, KNM Process Systems Sdn Bhd, is forming a 49:51 joint venture company with ADAP Capital Sdn Bhd to undertake in oil/gas and petrochemical projects in Sarawak. Sarawak-based ADAP Capital is a Bumiputera-controlled company and is principally involved in asset portfolio management, as well as investment and private equity matters.
- The scope of the jv company includes engineering procurement and construction for oil, gas and petrochemical plants; manufacture and supply for the relevant equipment for the plants as well as build, own and operate strategic projects. ADAP Capital will be responsible for the business development with clients and state government of Sarawak to secure projects, while KNM will be responsible for the technical proposal for the projects.
- The jv company will engage in engineering, procurement, construction contracts for oil, gas and petrochemical plants; manufacture and supply of process equipment, tanks, piping and structures for oil, gas and petrochemical plants; as well as build, own and operate strategic projects. The agreement will be valid for 12 months from the date of execution and may be extended for another period subject to written approval by both parties, the companies

HEALTHCARE



OUTLOOK: NEUTRAL

- The Malaysia Healthcare Tourism Council (MHTC) has lowered its medical tourism revenue target for 2020 from RM2bn (US\$500m) from private hospitals, to just RM500m (US\$120m). In 2019, the Malaysian healthcare travel sector recorded RM1.7 billion (US\$400m) in revenue with 1.3 million medical tourists.
- Phase one of Malaysia's medical tourism recovery plan only allowed the entry of foreign healthcare travellers who were critically ill patients requiring treatment at an intensive care unit or high-dependency unit. Permission was only given for travel via air-routes and only one caregiver was allowed to accompany the patient. Phase one mainly allowed in Indonesian medical tourists who needed to obtain an approval letter and undergo a polymerase chain reaction (PCR) test. Only MHTC member hospitals were allowed to receive these foreign patients.
- Malaysia's borders are still closed until the end of August but the border with Singapore is expected to reopen earlier than 31 August. The second phase from whenever the borders open includes medical tourists from Australia, Brunei, Japan, New Zealand, Singapore and South Korea. This may not be simple, as in Australia outbound borders are closed until at least September.
- MHTC was to promote the Malaysia Year of Healthcare Travel 2020 (MyHT2020) campaign, the nation's first major international healthcare travel campaign. The campaign has since been deferred to 2022, with 2021 to be the recovery phase post-Covid-19.

BUSINESS SERVICES



OUTLOOK: NEUTRAL

- Malaysia's shipping companies have defended the move to impose "exorbitant" charges on merchants and freight forwarders, saying the dynamics of the container shipping industry have changed dramatically over the past two decades. Shipping Association Malaysia (SAM) chairman Ooi Lean Hin said the race by operators to build new and bigger vessels in order to drive costs down and remain competitively relevant had cost the industry huge capital investments and prolonged the oversupply scenario in respect of tonnage and capacity. This has resulted in continued losses and a lot of consolidation among players, with quite a few companies going bust.
- The "higher" charges were actually the evolution of the pricing model where carriers are trying to mitigate their continued losses. Merchants and freight forwarders have criticised the pricing model and said that it was imposed without consulting industry stakeholders and against the grain of best industry practices. This is already an established model by global shipping players and that importers and exporters would have costed these charge items into their free on board (FOB) and cost, insurance, and freight (CIF) pricing. The fact remains that carriers were still reporting huge losses since 2016, as stated in the annual Review of Maritime Transport published by the United Nations Conference on Trade and Development (UNCTAD).



TOURISM



OUTLOOK: NEUTRAL

- Tourism expenditure for the first quarter stood at RM12.5 billion, a decrease of 41.5% from the RM21.4 billion registered for the same period last year. Per capita expenditure also showed a decline of 7.4% from RM3,201.8 in 2019 to RM2,964.5 this year. The average length of stay in Malaysia saw a decrease of 1.9 nights to 4.1 nights this year, from six nights in 2019.
- Asean countries remain as Malaysia's top contributors in tourist arrivals with a share of 67.8% or 2.87 million tourists. However, this is in stark contrast compared to 2019, where Malaysia received 4.58 million tourists from ASEAN in the first quarter of the year, a 37.3% decrease from this region. Malaysia's medium-haul market, which include East Asia (China, South Korea and Japan) and South Asia (India and Pakistan) contributed a share of 20.3% or 859,273 tourists.
- Last year, Malaysia received 1.47 million tourist arrivals from this market during the same period. Up to 505,307 tourists from the long-haul market (West Asia, Central Asia, Oceania, Europe and

Africa) visited Malaysia from January until March 2020, making up the remaining 11.9% share of total tourist arrivals in Malaysia throughout the three months. Last year the number was 652,032, indicating a 22.5% drop.



COMMUNICATIONS CONTENT AND INFRASTRUCTURE



OUTLOOK: NEUTRAL

- Telekom Malaysia Berhad (TM) through its global and wholesale arm, TM WHOLESALE and Digi Telecommunications Sdn. Bhd (Digi) today announced a collaboration on nationwide broadband access service coverage in line with Digi's commitment to provide connectivity options to more customers. The collaboration demonstrates both companies' commitment in delivering the best digital experience to Digi's subscribers in Malaysia via TM's resilient fibre connectivity. With the agreement in place, TM will provide Layer 3 HSBB Network Service to Digi, enabling the digital service provider to extend its footprint to more areas across the country including Sabah and Sarawak, leveraging on TM's extensive and robust fibre network infrastructure.
- The Covid-19 pandemic has proven that people and organisations rely heavily on internet connectivity for online communication and digital tools to stay connected and stay productive while at home. As the national telecommunications and digital infrastructure provider to drive

the nation's Digital aspirations, TM has always been a strong advocate of infrastructure sharing and this industry level collaboration using our HSBB network service as the platform reiterates our commitment towards accelerating broadband adoption. As such, we will continue to play our unique role as a neutral provider by providing open access for access seekers amongst fellow industry players.

WHOLESALE AND RETAIL



OUTLOOK: NEUTRAL

- Malaysia's sales for wholesale and retail trade grew 21.8% to RM102.9 billion in June 2020, contributed mainly by the wholesale trade sub-sector, according to the Department of Statistics Malaysia (DOSM). The wholesale trade sub-sector, which contributed the most to the increase of Malaysia's sales, rose 20.3% to RM49 billion, followed by motor vehicle, which soared 78.9% to RM12.1 billion, while retail trade increased 13% to RM41.8 billion. Other specialised wholesale spearheaded the increment to register RM17.3 billion with a 35.6% month-on-month (m-o-m) growth.
- Wholesale of household goods also increased, up 20.1% to RM10.3 billion, followed by wholesale machinery, equipment and supplies, which generated sales of RM4.2 billion, expanding 23.2% as against May 2020. Sales of motor vehicles recorded the highest m-o-m increase of RM3.5 billion, growing 113.5% to achieve RM6.7 billion as sale of motor vehicles parts and accessories registered a sales value of RM2.9 billion.
- Besides, maintenance and repair of motor vehicles also depicted an increment of RM500 million or 44.6% to register RM1.5 billion. All retail activities continued to record positive growth in June especially retail sales in non-specialised stores with RM16 billion, an increase of RM1.4 billion or 9.1% compared to the prior month.

How to Get Feedback from Your Customers

..... by CEDAR Research Team

The more information you have from your customers, the better. Here are six ways to get feedback so you know what customers think of your business. When you have accurate, balanced and worthwhile information from your customers, you put yourself ahead of your competition in the marketing stakes. Here are 6 ways to get this information.

1 Ask Them

The simplest way to find out what people want from your service or product is to ask them. That's what the hairdresser does when he says, "How would you like your hair, sir?" The trouble is, most service-providers assume they know what people want. When hotel customers are asked what they want for their breakfast and then the waiting and catering staff are asked what they think the customer wants, the answers are invariably different. Always ask and act on the answers.

2 Be Your Own Customer

One of the most obvious but underused ways to find out what your customers experience when they use your service is to be a customer yourself. You can do this by walking the customer journey one step at a time and seeing things through your customer's eyes. You can even act as one of a special group of customers - such as a person in a wheelchair, or someone whose first language is not English - and see how you're treated.

3 Questionnaires and Surveys

Getting customers to put their thoughts in writing on a questionnaire or survey is one of the most well-established feedback techniques. That's because, when well-conducted, it works. When Volkswagen designed the new Bug, they sent their existing customers a detailed survey saying, "We want you! Your ideas, preferences, and constructive contributions will be evaluated and fed into the development process. So tell us about your impressions and ideas for the new Beetle. We'll do our best!" The result? Air-conditioning as standard and optional lighters and ashtrays. Who would have guessed?

4 Usage Statistics

The most important current information on whether your customers are satisfied with your service or not is whether they continue to buy from you or use you. However, while information on sales may be an accurate indicator of how well you are doing at present, it is no guarantee that you are delivering the product or service that the customer really wants. It may be that you are at present the only supplier in the market, or that you are the cheapest or the most convenient.

5 Your Front-Line Staff

Your front-line staff are the most resourceful and reliable, as well as the least costly, of your customer feedback sources. Front-line staff should be encouraged to build strong relationships with customers so that they feel free to share how they feel about the service. It is then for front-line staff to feedback important information for improving customer care and for managers to make use of what they tell them. There is also a value in looking after front-line staff.

You may deliver the best service in the world. But if it is not what people want, you're wasting your time. Implement one, two, three or all of the above techniques, and your service and product will improve overnight.

Source: businessknowhow.com



Fostering Employee Satisfaction

..... by CEDAR Research Team

Employee satisfaction is the term used to describe whether employees are happy and fulfilling their desires and needs at work. Many measures purport that employee satisfaction is a factor in employee motivation, employee goal achievement, cost savings, customer satisfaction, employee productivity, positive employee morale, and more in the workplace. Employee satisfaction, while generally a positive in your organization, can also become a problem if mediocre employees stay because they are satisfied and happy with your work environment.

Employee satisfaction must exist before employee engagement is possible. Employees who feel vested in the success of their company are committed to their own advancement and productivity in the workplace. Consider implementing the following employee satisfaction measures to help ensure employee engagement.

1 Share The Knowledge
Strive to be transparent about company profits and losses. There may be policies in place about safeguarding certain specific dollar amounts. However, a manager can still share generalities about whether the company has had a

good month or a bad one. For example, a chart posted in a common office area can reflect percentages of growth rather than detailed numbers. In this way, employees who have been assigned to particular projects know if their work is contributing to the company's success. This can be a powerful, motivating influence.

2 Share The Fun
Managers can talk about teamwork all day long, but to get employees together on the same team and help them bond, the time-tested company picnic is the way to go. Office holiday parties, though commonly done, are not as appreciated as previously thought. They are typically held in the office during a time of year when employees would rather be at home with their families or out shopping for presents. Family Days, on the other hand, provide a way for employees to share a little of their family lives with their colleagues. Proud parents can show off their children, and spouses can be introduced. Everyone is out in the sun, participating in relay races, playing football and tug of war. It is here that memories can be created and friendship can be formed.

3 Share The Win
Instead of singling out employees to receive awards such as Employee of the Month, share the company's success in a monetary way, with bonuses in the form of checks or gift certificates. If employees see that their hard work is paying off, for the company and for themselves, they feel more engaged during their workday. That motivation shows through in their own work and in the way that all employees view each other. In a sense, there is no better motivation than peer pressure. Conversely, when you single out one or more employees there is the possibility of resentment or bitterness from other employees who may feel that they worked just as hard or harder.

Managers who make sure that their employees feel like they are part of the office family will find that the level of employee satisfaction provides the core foundation for employee engagement and long-term commitment.

Source: nbrii.com



Temubual oleh Nursyafiqah Mohd Rafee

SEMBAWANG USAHAWAN bersama

Muhamad Nasir Habizar

Ketua Pegawai Eksekutif



Nama Syarikat
AppCable Sdn. Bhd.

Bidang Perniagaan
Pembangunan aplikasi mudah alih

Alamat Perniagaan
C-1-03 SME Technopreneur,
2270, Jalan Usahawan 2,
63000 Cyberjaya,
Selangor Darul Ehsan

Telefon
03-8689 0177

Email
hello@appcable.com

Laman Web
www.appcable.com/



Jepun tersebut tidak berminat untuk bekerjasama, maka projek tersebut terpaksa dihentikan.

Memandangkan kami tidak dapat kerjasama daripada pengeluar mesin parkir maka kami tidak dapat menawarkan perkhidmatan tersebut. Namun ia tidak mematahkan semangat kami untuk bermula sendiri. Dalam proses itu, saya bersama pasukan mengembangkan penyelesaian tempat parkir kereta dan mengambil masa empat tahun untuk dibangunkan menerusi sistem parkir berasaskan sistem pesanan ringkas (SMS). Kami melakukan banyak penyelidikan dan pembangunan kerana tiada seorang pun daripada kami mempunyai pengalaman dalam industri tempat letak kereta. Ketika itu, belum ada aplikasi dan perkhidmatan SMS digunakan sebagai medium. Bagaimanapun, kos SMS yang tinggi dan kebergantungan kepada syarikat telco menjadikannya sukar dan mahal. Akhirnya, kami memutuskan untuk bertukar kepada aplikasi mudah alih untuk menjimatkan kos.

"Gagal sekali tidak bermakna tiada peluang untuk berjaya. Daripada kegagalan itu, kita akan berusaha untuk menjadi lebih baik."

Kegagalan lalu sama sekali tidak mematahkan semangat Muhamad Nasir Habizar, untuk terus mencuba. Baginya tiada istilah putus asa mahupun mudah mengalah hanya kerana cubaannya menemui kegagalan. Buktinya, usahawan ini berjaya mencipta nama dalam menyediakan aplikasi JomParking, yang memberi penyelesaian parkir kepada pengguna. Pengasasnya Encik Muhamad Nasir Habizar telah berkongsi pengalaman, pengetahuan dan pendapat beliau dalam dunia keusahawanan dengan BizPulse.

Bolehkah anda menceritakan latar belakang penubuhan perniagaan anda?

Kegagalan bekerjasama antara syarikat pengeluar mesin parkir menjadi titik tolak kepada pembinaan aplikasi pembayaran parkir yang moden dengan menggunakan telefon pintar pada Julai 2015. Pengalaman selama lapan tahun dalam industri telekomunikasi

saya memanfaatkan sepenuhnya untuk menceburi bidang pembangunan aplikasi mudah alih. Bidang ini mempunyai potensi yang besar dan masa depan yang cerah untuk dibangunkan sejajar dengan perkembangan teknologi semasa.

Syarikat kendalian saya, AppCable Sdn Bhd pernah dipelawa menyertai tender Smart Parking. Aplikasi tersebut mula dibangunkan sejak tahun 2008 apabila Terminal Bersepadu Selatan (TBS) melantik syarikat dari Jepun untuk membangunkan pembayaran parkir di lokasi itu. Bagaimanapun syarikat

Apakah cabaran yang anda tempuhi?

Peringkat awal operasi sangat mencabar memandangkan banyak kelemahan perlu diperbaiki. Banyak penambahan dilakukan dari masa ke semasa



Sumber daripada Internet



Sumber daripada Internet

berdasarkan maklum balas positif dari pengguna. Kami perlu meyakinkan pengguna dan pihak majlis perbandaran atau bandaraya serta operator parkir, perkhidmatan ini dapat membantu mereka untuk mengurangkan kos operasi selain dapat meningkatkan pendapatan. Dua tahun pertama adalah sangat mencabar kerana orang tidak percaya kepada kami. Ada yang menuduh kami menjalankan penipuan. Ia sangat sukar untuk kami maka kami melipatgandakan usaha kami dan bekerja keras untuk memastikan orang mengetahui perkhidmatan kami dan merasa yakin menggunakannya. Setelah berusaha memperbaiki kelemahan dan menambah baik sistem, JomParking mendapat sambutan yang menggalakkan daripada pengguna.

Kini, JomParking telah dimuat turun oleh lebih 300,000 pengguna dan diguna pakai lebih daripada di lima lokasi iaitu Kuala Lumpur, Seremban, Johor, Cyberjaya dan Tawau. Aplikasi ini mula mendapat daya tarikan dan beliau menubuhkan JomParkir Sdn Bhd, anak syarikat di bawah AppCable, untuk memberi tumpuan khusus kepada perkhidmatan tersebut.

Bagaimana platform JomParking berfungsi?

JomParking diwujudkan untuk membantu pengguna membayar parkir dengan hanya satu klik menerusi aplikasinya. Penyelesaian ini akan meminimalkan kos parkir pengendali dan memudahkan parkir pembayaran untuk pengguna. Ia agak mudah. Pengguna hanya perlu masukkan plat lesen kereta mereka dan JomParking akan mendaftarkan pembayaran dengan parkir pengendali dan majlis perbandaran. Pengguna perlu membeli token dalam aplikasi untuk membayar tempat letak kereta. RM1 bersamaan dengan 100 token dan nilai minimum minimum ialah RM10. Pengguna tidak perlu lagi mempamerkan kupon parkir

dan sekaligus mengurangkan keperluan untuk penjaga letak kereta. JomParking boleh dimuat turun secara percuma oleh pengguna Android di Google Play Store, manakala di Apple App Store untuk pengguna iOS. Ia juga menyediakan empat pilihan bahasa iaitu bahasa Melayu, Cina, Inggeris dan Arab.

Apakah keunikan platform anda?

Aplikasi kami menyediakan tiga produk iaitu JomParking untuk orang awam seperti yang saya kongsi di awal tadi, JomForce bagi kegunaan penguatkuasa dan Jomvalet untuk perkhidmatan tempat letak kereta valet.

JomForce merupakan platform untuk penguatkuasa tempat letak kereta. Dengan menggunakan peranti khusus, penguat kuasa dapat mengimbas plat nombor kereta yang diparkir untuk melihat apakah pembayaran tempat letak kereta telah dilakukan. Selain itu, peranti ini juga akan memberitahu pihak penguat kuasa sekiranya kenderaan tersebut mempunyai denda atau kompaun tempat letak kenderaan yang belum dibayar. Ini adalah penyelesaian yang bertujuan untuk mengurangkan kos pihak perbandaran. Pihak perbandaran umumnya menghadapi cabaran tenaga kerja bagi isu parkir. JomForce,

bagaimanapun, membolehkan mereka mengesan pegawai tempat letak kenderaan mereka dan memantau jumlah kereta yang mereka periksa dan berapa banyak denda yang dikeluarkan. Dengan data tersebut, pihak perbandaran dapat mengkaji dan merancang peruntukan tenaga kerja yang lebih berkesan.

Selain itu terdapat juga JomValet. Ini adalah penyelesaian valet digital, yang disasarkan kepada pengendali valet. Pengendali valet cenderung menggunakan kaedah manual semata-mata - dengan pen dan kertas - untuk merekod kereta yang mereka parkir. Pengendali kemudian harus memasukkan secara manual setiap entri ke dalam sistem, kerana pihak pengurusan mereka pasti perlu mengetahui berapa banyak kutipanyang mereka buat dalam sehari. Ini adalah sistem yang rumitkan, kerana kemungkinan pengendali memasukkan data yang salah atau kehilangan resit. JomValet, bagaimanapun, membolehkan pengendali merekodkan setiap kereta secara digital, maklumat yang secara automatik dimasukkan ke dalam sistem agar mudah diaudit.

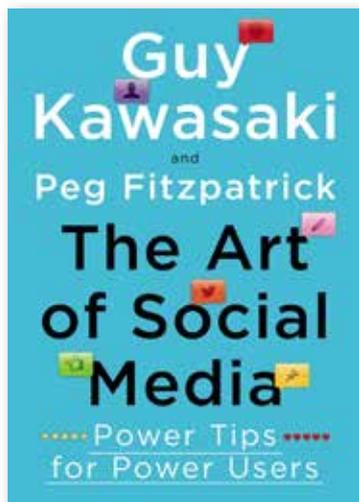
Apakah aspirasi dan perancangan anda?

Bermula dengan lima kakitangan, kini JomParking mempunyai 24 orang pekerja yang membantu membangunkan serta menambah baik penggunaan aplikasi itu. Pihak kami kini dalam usaha meluaskan lagi penggunaan JomParking di seluruh negara dan menasarkan 1 juta pengguna sehingga hujung tahun ini. Kami turut merancang untuk meluaskan pasaran ke Arab Saudi, Sri Lanka dan negara Asean seperti Brunei, Thailand dan Indonesia. Saya mahu JomParking mengubah landskap tempat letak kereta di Malaysia. Penyelesaian ini akan meminimumkan kos parkir pengendali dan memudahkan parkir pembayaran untuk pengguna.

Sumber: *bisnessinarcom*



Sumber daripada Internet



The Art of Social Media: Power Tips for Power Users

The Art of Social Media is for anyone who wants to build social media following. Guy Kawasaki and Peg Fitzpatrick give all of the stepping steps, and required information even for people who do not have their own content. This book is designed for the social media marketers.

It explains everything from the setting page up to building up following. With over one hundred practical tips, tricks, and insights, Guy and Peg present a bottom-up strategy to produce a focused, thorough, and compelling presence on the most popular social-media platforms. They guide you through steps to

build your foundation, amass your digital assets, optimize your profile, attract more followers, and effectively integrate social media and blogging. For beginners overwhelmed by too many choices as well as seasoned professionals eager to improve their game, The Art of Social Media is full of tactics that have been proven to work in the real world.

For beginners overwhelmed by too many choices as well as seasoned professionals eager to improve their game, The Art of Social Media is full of tactics that have been proven to work in the real world. Or as Guy puts it, "great stuff, no fluff."

Author : Guy Kawasaki & Peg Fitzpatrick
Pages : 208 pages
Publisher : Penguin

Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience

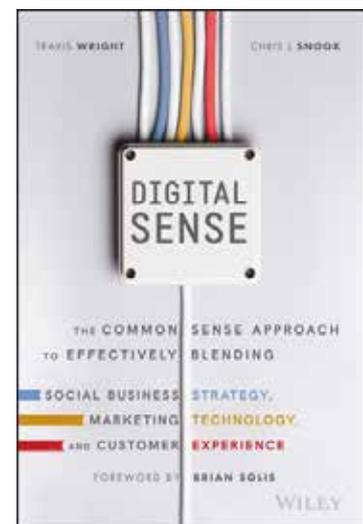
Digital Sense provides a complete playbook for organizations seeking a more engaged customer experience strategy. By reorganizing sales and marketing to compete in today's digital-first, omni-channel environment, you gain newfound talent and knowledge from the resources already at hand.

This book provides two pragmatic frameworks for implementing and customizing a new marketing operating system at any size organization, with step-by-step roadmaps for optimizing your customer experience to gain a competitive advantage. Customizable

for any industry, sector, or scale, these frameworks can help your organization leap to the front of the line. Digital Sense cuts through the crosstalk and confusion to give you a solid strategy for success.

This book shows you how to compete in today's market, with real-world frameworks for implementation.

- Optimize competitive advantage and customer experience
- Map strategy back to business objectives
- Engage customers with a pragmatic, proven marketing system
- Reorganize sales and marketing to fill talent and knowledge gaps



Author : Travis Wright & Chris J. Snook
Pages : 283 pages
Publisher : Wiley