Economic Outlook And Prospects For SMEs In 2020

While next year (2020) is bound to be a challenging one, especially amid the synchronised slowdown, there are still opportunities to be had. Many economists believe there are a lot of headwinds this year and these headwinds will likely continue into next year, but there are also opportunities.

The ongoing United States-China tension had dampened global trade and investment, which he noted would require China’s government to remain focused on immediate and medium-term measures to sustain its economy.

It is facing lacklustre growth, with its ability to sustain a 5.6% to 6% growth depending on the outcome of its trade war with the US, as well as its internal policy prescription to reform the economy to be more resilient and flexible.

An important point to note that the central banks globally had aggressively cut interest rates, an “aggressiveness we have not seen since the 2008 and 2009 financial crisis”, that the current worry is that 2020 would bring about a global recession.

In the Malaysian context, private consumption supported the country’s economy and in turn, determined Malaysia’s economic growth. In this, he pointed out domestic political developments and policy as other key factors as well.

Small and medium enterprises (SMEs) need to look into “low-hanging” fruits such as the services sector in light of Visit Malaysia 2020, alongside other opportunities including those in the digital economy.

Budget 2020 is a budget for the future, because these are the thrusts and measures to address short-term and medium-term competitiveness and prepare Malaysia for the future; a big chunk of this is about gearing up for digitisation and moving industries forward.

Technology First

SMEs cannot be reluctant to change and must be proactive in accessing...
knowledge and information in the market by approaching the relevant trade agencies, that government loans and grants were not healthy as businesses must be sustainable. The importance of innovation and creativeness should not be overruled. With technology helping to lower cost of production and improve process efficiency, we must be creative and innovative in the areas of product marketing as well as marketing and technology adoption. You must create the right digital platform.

The digital economy initiatives in Budget 2020 are crucial and SMEs can leverage on them for growth or to tap into opportunities. The digital economy and the fourth industrial revolution (IR4.0) are creating the biggest trends in digital technology, including artificial intelligence in robots, the Internet of Things, cloud computing and cybersecurity — areas that SMEs tend to neglect.

All the successful companies which are constantly in the public eye, which consumers use daily, had one thing in common, technology. For example, Facebook, WhatsApp, LinkedIn and Twitter as examples.

The key takeaway from these emerging or new business models is that all of them are actually data companies. They are in different verticals, offering different services, but the core of their business is in data. Data is the most important element in your business, so if your business is in the process of generating, analysing and processing data, this will be very powerful.

In addition, several key steps to embracing digital innovation as an SME: You must first lay a firm foundation for digital success. Assess your current state of innovation. How open are you in adopting digital transformation? Secondly, it has to be very realistic, so you have to be clear on the future model.

This is the biggest issue because it is very hard to manage and balance legacy technologies with new ones. Think about digital transformation in a holistic manner for the whole business. A lot of people think that digitalisation belongs to the work of a tech or IT team. How do you get your people to work together even when they are not from the IT sector?

**Leveraging Core Strengths**

It is very important to open up digital initiatives to create a new ecosystem with customers, shareholders and stakeholders.

One such potential example is halal industry. Halal certification had no relevance to religion, but was about ethical consumerism. It is about commerce and how much access this certification will give to certain products to certain markets.

The commercial aspects of these products and consumer demand have become more clearly advantageous to businesses when businesses realise that just by having a small certification, they will have access to a wider audience and a larger pool of buyers.

The size of the Islamic economy was growing at a higher rate than most economies, and the identified six sectors SMEs could look into, namely halal food, modest fashion, medical tourism, Muslim friendly travel, halal pharmaceuticals and halal cosmetics.
Brands have incorporated automation to help them carry out a spectrum of everyday tasks. According to a recent survey published by Social Media Today, 75 percent of marketing teams use some form of an automation tool. However, with growing popularity, there are growing concerns. The same survey reports that 61 percent of marketers are concerned about the lack of personalization due to automation. Likewise, a global study by PWC found that as technology advances, most consumers want brands to use technology as a tool for increasing personalized support. Put simply, customers want more human interaction, not less.

That’s why it’s vital that today’s businesses find the right balance between automation and personalization. Companies that go overboard on automation can come across as detached and generic. On the other hand, those that get too personal with customers can come off as intrusive and creepy. Brands need to get it right to maintain a trusting relationship with their customers.

Here are ways marketers can successfully balance automation and personalization.

1. Offer Timely, Valuable Content
Email campaigns are an effective, low-cost way to leverage automation and personalization, but marketers need to be careful not to clog consumer inboxes. Instead, they should focus on offering relevant and valuable content that doesn’t involve using intrusive data.

Most consumers are familiar with receiving personalized content based on an action, such as an online purchase, that features a related product or service. Using transactional data to send automated, personalized emails can be less intrusive since it’s a natural, and at this point expected, component of the relationship.

Marketers can also use geographical data, such as a customer’s zip code or address, to deliver personalized content, like creating a segmented list of customers and offering them discounts to nearby events. Although consumers dislike when brands bombard them with irrelevant, generic messaging, they also don’t like overly personal messages that infringe on their privacy.

2. Respect Consumer Privacy
Research shows that 81 percent of consumers want brands to get to know them and understand when to approach them, but not at the expense of their privacy. There is a fine line between highly relevant content and tactics that take marketing personalization too far.

For example, sending mass emails to consumers with the same promotions or offers isn’t an effective strategy. Consumer interests vary significantly. Marketers should pay attention to their target audience and consider whether the interaction will make them feel special or unsettled. Customer data can be used effectively, but content that’s too personalized can disturb customers, thus putting them off the brand.

3. Enhance the Customer Experience
It’s crucial that marketers use technology to improve the Customer Experience (CX), rather than eliminate the human touch. Innovations that improve your customers’ experience can result in increased satisfaction and a more robust bottom line. Today, the gap between customers’ expectations and the service they receive is huge. Customers expect personalized, competent service, and they want to be able to connect with a company at any time, in person or virtually, over any communication channel they want to use.

Customer experience is not just a catchphrase being used in terms of business; it is also a necessity today. A positive customer experience not only results in making your customers happy, but it also leads to additional revenue. CX is all about putting your customers’ needs at the center of what you do, and then ensuring along all their touch points. The two primary touch points that are responsible for creating great customer experience are people and product. A good CX is helping brands find and retain their best customers like never before. Rather than aiming only at sales, a customer experience strategy nurtures customers beyond that conversion to realize the benefits of a sustained relationship.

Today, marketing automation is increasingly being used for boosting customer satisfaction and loyalty by delivering targeted and meaningful interactions across customer segments. Therefore, as marketing automation has become more personalized, companies with excellent customer experience are winning the loyalty of their users.

4. Combine Automation and Human Touch
There are many ways marketers can mix automation and personalization, such as inserting tags to add customers’ names in emails to make them feel like the message addresses them individually. Going a step further, marketers can encourage team members to interact with potential customers by making calls, sending emails or requesting a connection on social media.

For example, if a visitor downloads content from the brand’s website, it’s a good idea to have someone on the team reach out personally, immediately. According to an oft-cited Lead Response Management Study, waiting more than 10 minutes to follow up decreased the odds of securing a lead by as much as 400 percent.

If automation and personalization are going to be effective, it’s important to find a way to balance the two. Overdoing automation can make brand messages seem robotic and irrelevant. Likewise, getting too personal can overwhelm consumers. A successful relationship between consumers and brands ultimately relies on the right blend.
Want to increase your sales dramatically? Then shift your sales focus from attracting new customers to enticing your proven customers to buy again. The best sales prospect is a prospect that’s already converted—in other words, one of your current customers.

Think of it this way: If your business is located in a small town with a population of 1,000 people, and you sell a sprocket to everyone in that town, you’ve sold 1,000 sprockets—and saturated your market. Your sprocket-selling days are over. Is it time to pack up and move on?

Not necessarily. If you start focusing your sales efforts on your proven customers, you’ll be able to increase your sprocket sales dramatically. And these sure ways to increase sales will help build customer loyalty, too. Try some or all of these ideas to grow your sales.

1. **Set up a Sales Incentive Program**
   Give your sales staff a reason to get out there and sell, sell, sell. Why do so many businesses that rely on their sales staff to drive sales have incentive programs in place? Because offering their sales staff the trips, TVs, or other big perks for a set amount of sales works. Your sales incentive program should be sweet, simple and attainable.

2. **Encourage Your Sales Staff to Suggestive Sell**
   Essentially, suggestive selling involves adding related products or services to your line and making it convenient and necessary for customers to buy them. Just placing more products near your usual products isn’t going to do much. How can you increase sales? Persuade the customer of the benefit.

3. **Give Your Customers the Inside Scoop**
   If you have a promotion or sale coming up, tell your customers about it. They’ll come back and probably bring some friends with them too, increasing your sales even more. And don’t forget—you can give your customers the inside scoop by emailing, calling them, or posting on social media, too.

4. **Tier Your Customers**
   There should be a clear and obvious difference between regular customers and other customers, a difference that shows your regular customers that you value them. How can you expect customer loyalty if all customers are treated as “someone off the street?” There are all kinds of ways that you can show your regular customers that you value them, from simply greeting them by name to offering regulars extended credit or discounts.

5. **Create a Customer Rewards Program**
   We’re all familiar with the customer rewards programs that so many large businesses have in place. But there’s no reason that a small business can’t have a customer rewards program, too. It can be as simple as a discount on a customer’s birthday or as complex as a points system that earns various rewards, such as discounts on merchandise. Done right, rewards programs can greatly help build customer loyalty and increase sales.

6. **Distribute Free Samples**
   Why do so many businesses include free samples of other products when you buy something from them? Because it can increase sales in so many ways. The customer who bought the original product might try and like the sample of the new product and buy some of it, too. Or they might pass on the sample to someone else who might try the product, like it, and become a new customer. At the very least, the original customer will be thinking warm thoughts about your company and hopefully telling other people about your products.

Attracting new customers is a good thing. But attracting new customers is not the only way to increase your sales. In fact, it’s the hard way of going about it. Shifting your sales focus to enticing your current customers can encourage repeat sales and generate more business more quickly. Build customer loyalty and you’ll be on your way to big sales growth.
Key Challenges Of Becoming An Entrepreneur

by CEDAR Research Team

Becoming an entrepreneur is not an easy feat as it comes with its own sets of challenges and setbacks. Many entrepreneurs agree that setting up one’s own business venture is a gamble as there is no guarantee that the business will take off or not. To establish a company or a brand an entrepreneur has to persevere and overcome numerous odds. Let’s take a look at some of the key challenges that are faced by most on their road to becoming a successful entrepreneur.

1. Securing Capital
One of the main challenges for entrepreneurs is securing funds. Raising capital and getting loans is not an easy task to achieve. For any entrepreneur even the one with experience, will face initial difficulties in procuring capital, because many investors are hesitant to invest money into new enterprises. However, this is an initial setback because if the idea of the business is creative, new and strong, convincing an investor for seed capital is not an enormous task. An entrepreneur should have a well-planned strategy and business model to showcase to investors and banks to convince them that they are investing their money in the right place.

2. Work and home life balance
An entrepreneur cannot afford the luxury of taking a break while starting out a new enterprise. Running an entire business comes with added pressure of achieving a well-balanced work and home life. Unfortunately, mostly female entrepreneurs face the brunt of this pressure compared to their male comrades. This is because women in India have this unsaid responsibility of looking after the household alongside their career. Though the times have changed for the better as today we seem many families encouraging the women of the house to venture out and pursue their entrepreneurial goals.

3. Building the Right Team
Nurturing and picking the right team is one of the most crucial tasks while starting your entrepreneurial journey. A team is the lifeline of the company and can make or break an organization. An entrepreneur needs to put together a well-balanced core team to help them in realising and accomplishing the company’s goals. To build a team the right candidate needs to be selected keeping into considerations their skills, abilities, if they are a team player or not and how will they help the business to grow and reach new heights. Along with building a team an entrepreneur has to clearly define company’s vision and mission. A concrete and achievable strategy needs to be well planned out, which corresponds with the organizations objectives. Heading a company is not an easy task, because the responsibility of major decision making falls upon the entrepreneur and even at the time the decision which seems right it might just backfire.

4. Competition
There is competition in almost every sector, unless you start something which is unheard of. In my opinion some competition is healthy as it drives you to do better. For instance, in the field of marketing communications and PR there are already many established players in the industry. In light of such competition an entrepreneur has to think outside the box, be creative, and unique so that they can easily distinguished from the crowd of various market players.

5. Risk
Establishing any new venture is a big risk as there is always a fear of the unknown. The fear is more apparent as you are abandoning a well-established and secure career to become an entrepreneur. It is impossible to manage a job side by side with a new business venture since there are no in/out time when you are running an organization, in order to gain success for the business 100% commitment is essential. Leaving behind a well secured job is a risky and a scary situation, but if your instincts tell you that being an entrepreneur is the right fit for you then go for it. At the end of day do something that makes you happy and if becoming an entrepreneur is your dream then work hard to realise it.

These are some key challenges that every entrepreneur shall have to rightly go through. At first, your goals might seem difficult to accomplish, but work hard and face these obstacles head on as in the end it will be worth all the effort and pain.
**BUSINESS ALERT**

**OIL, GAS AND ENERGY**

**OUTLOOK: NEUTRAL**

- MIDF Research has maintained 'Neutral' on the upstream and 'Positive' on the downstream subsectors of the oil and gas (O&G) sector, and said it reiterated its view that local O&G services companies that are involved in drilling, fabrication and vessel providers continue to benefit from the upbeat offshore activities going into 2020. In a sector note today, the research house said that higher crude oil price is generally favourable to encourage the continued spending of O&G exploration and production (E&P) producers; it opines that a stable and sustainable oil price will be even more favourable to the O&G companies in the current operating climate.
- It is to enable a proper planning for future capital expenditure (capex) to be conducted using predictable parameters rather than projecting numbers in an extreme environment. That said, most E&P producers are comfortable at the current US$60-70pb oil price level as current production costs ranges from US$30-40pb for offshore production whilst for onshore productions. Moving forward, while both the US and Iran seemed to have come to a stand-off following the US-Iran tension, many are unconvinced that the crisis will end there.

**HEALTHCARE**

**OUTLOOK: NEUTRAL**

- MYHT 2020 will be the nation's first major international healthcare travel campaign. It aims to invite medical and health tourists to experience Malaysia Healthcare. The Malaysia Year of Healthcare Travel 2020 (MYHT 2020) campaign will seek to reinforce Malaysia in the world’s consciousness as a reputable, global healthcare travel destination. A new customer campaign in line with MYHT 2020 (called Share My Experience) will be unveiled to focus markets in the Asian region this year. The Malaysia Healthcare Travel Council (MHTC) is targeting several new ASEAN markets and the Middle East as it continues to establish Malaysia as a leading global destination for healthcare.
- Among the areas that Malaysian hospitals excel at are cardiology, oncology, fertility, orthopaedics and cosmetic surgery. MHTC promotes treatments that have a high return. Malaysia is promoting itself as the ‘Cardiology and Fertility Hub of Asia’ with its National Heart Institute, and the 33 centres which support it. Its strong in-vitro fertilisation (IVF) success rates are above the global average. MHTC has an aim of achieving RM2.8 billion (US$673m) in medical tourism revenue in 2020. Indonesians make up about 60% of medical tourists in Malaysia, while the remainder are mainly from China and the Middle East region.

**BUSINESS SERVICES**

**OUTLOOK: NEUTRAL**

- Malaysia Airlines Bhd’s maintenance, repair and overhaul (MRO) unit is confident of becoming the third largest revenue contributor for its parent company, Malaysia Aviation Group by 2025.
- The MRO business was expected to increase tenfold to RM30 million by end of 2020, from the current contribution of RM3 million. The company has just started on this new third-party MRO business in the third-quarter (Q3) this year and it has been encouraging to have secured and performed work for major airlines in Malaysia, Singapore and Sri Lanka. Beyond operators, they have been offering re-delivery services to lessor as well. There are more opportunities which we are currently working on and aim to secure more operators and lessors in Asia Pacific (APAC) region.
- The third-party contracts secured were mainly from airlines and lessors to provide MRO services for the fleets of A380, A330, B737-800/900 and B777. Currently the MRO works involve multiple airframe checks, parts or components replacement and maintenance, interior cabin, sheet metal and composite repairs with some extensive work on non-destructive testing (NDT) support. Airlines or lessors in the region preferred to send their aircraft within APAC as it means better turnaround time and competitive rate for the MRO services. The company has the capability and facility to do MRO services at their two main hangars at the Kuala Lumpur International Airport (KLIA).
Business Alert

Malaysia’s outbound travel sentiment remains strong in 2020, fuelled by new packages and destinations to whet travellers’ appetite, despite the US-China trade war uncertainty and a weak ringgit. The demand for longhaul holidays remained strong for the Chinese New Year period, with Turkey, the Balkans and Western Europe being popular destinations. For Muslim families, programmes to Spain and Morocco are in demand. Many travel agents are promoting the Caucasus region this year, namely Armenia, Azerbaijan and Georgia, as these destinations would appeal to the luxury and middle income travellers seeking new destinations beyond Europe. The Malaysian Association of Tour and Travel Agents Kuala Lumpur will be organising fam trips for its members to visit the three countries in Q2 2020. Overall, outbound business in Q1 2020 is expected to increase by two to three per cent from the corresponding period in 2019.

Many tour companies are seeing stronger demand from millennials travelling regionally to off-the-beaten-track areas in 2020. Millennials love soft adventure and discovering new places, but with limited disposable income, they focus on regional travel. They love venturing off the beaten path, exploring beyond the normal attractions,” he said, adding that there is strong demand for travel to Myanmar, Laos, Cambodia, Vietnam and India. NGOs and clubs in Malaysia are also showing increased interest in volunteer tourism, which are mainly community-based projects in the region such as helping with repairs and upgrading of rural school facilities.

OUTLOOK: NEUTRAL

A crowded market is set to persist in Malaysia's logistics segment this year, with non-listed and foreign-backed entities expected to make headway against industry stalwarts Pos Malaysia Bhd and GD Express Carrier Bhd (GDEX). In a 2020 outlook report, MIDF Research said it sees intense competition from non-listed logistics players persisting. These privately-owned entities will offer more attractive pricing, pressuring other players especially publicly-listed ones to offer lower fees and compress margins. For example, Tiong Nam Logistics Holdings Bhd’s e-commerce delivery business and Tasco Bhd’s trucking division remained in the red for the third quarter of 2019 owing to stiff competition from other players, impacting their profits.

Other challenges include having to manage service quality during peak delivery periods entailing sudden increases in volume. AmInvestment Bank Research observed that online shopping platform Shopee saw sales of 70 million items during the 11.11 promotional period. For context, the maximum daily sorting capacity of GDEX and Pos Malaysia stood at 710,000 pieces a day. An analyst anonymously opined that 2020 will be challenging given non-listed logistics companies such as J&T Express (Malaysia) Sdn Bhd will still aggressively compete with listed last-mile delivery companies, Pos Malaysia and GDEX.

OUTLOOK: NEUTRAL

Given the rapid pace of technological advances and social transformation, expectations for outstanding customer service and experience are now being set by those outside the business. Consumer expectations are going global, while age-old national and industrial divides are shrinking. To remain ahead, many retailers must make a difficult choice on what to offer and how to make sense of it, profitability-wise. This means there’s a necessary conversation around tough tradeoffs—what really matters to the consumers, and what must companies have internally before going after the shiny new object?

The retail industry should be prepared for changing economic conditions in the coming year. The economy slowed last year, with real GDP growth declining to 1.9 percent in Q3 from 3.1 percent in Q1. With the outlook for global growth dimming and the uncertainty of trade tariffs unlikely to go away soon, we expect real GDP growth to slow to 1.5 percent this year from 2.3 percent in 2019. Consumer spending is the lifeblood of the retail industry. Overall, we expect real consumer spending growth to slow to 2.2 percent in 2020 from 2.5 percent in 2019. Going into 2020, consumers face three key challenges:

Gains in the labor market haven’t translated to strong wage growth.

As the impact of the 2017 tax cuts fizzles out, disposable income is likely to slow.

Escalation of trade tensions could dent growth and employment.
Kesediaan Berinovasi Dan Cabarannya Terhadap PKS

 oleh CEDAR Research Team

novasi dan teknologi sering kali diabaikan oleh usahawan PKS kerana mereka lebih memberi perhatian terhadap operasi harian agar berjalan lancar. Namun, teknologi terkini dan inovasi adalah penting bagi memastikan pertumbuhan perniagaan mereka selain memastikan produk dan perkhidmatan mereka berbeza dari para pesaing.


Apakah Yang Menghalang PKS Daripada Menjadi Inovatif?

Penyelesaian Masalah

PKS perlu mengenal pasti masalah dan fahami kehendak pelanggan. Sekiranya anda ingin membaikkan perniagaan yang hebat dan berkesan, sentiasalah berfikir dari perspektif pelanggan anda.

Banyak syarikat yang berhasil telah tersasar di 'landasan'. Bila anda memodernkan amalan perniagaan sedia ada, masih perlu menyesuaikan perubahan perubahan yang berlaku. Contohnya, Foodpanda dan GrabFood serta syarikat penghantar makanan lain telah mempraktikkan inovasi dan sekaligus telah dapat menyesuaikan masalah pelanggan yang sibuk dan kesuatu masa dan memudahkan mereka untuk mendapatkan makanan.

Faktor Persekitaran

Zon selesa (Comfort Zone) yang menguasai diri seseorang merupakan cabaran utama dalam memperkenalkan sesuatu perubahan. Pengaruh persekitaran organisasi termasuklah individu di sekeliling mereka juga akan menambah kesukaran penerimaan seseorang terhadap perubahan.

Sikap takut untuk mencuba kerana takut untuk menghadapi kegagalan merupakan antara faktor utama mengapa sesetengah organisasi sukar untuk berubah.

Ini kerana mereka sudah selesa berada di tahap yang sama. Mereka sangat risau akan tanangkan dan penerimaan umum yang membuktikan mereka tidak bersedia untuk melakukan sebarang pembaharuan.

Merekrut Pekerja Dari Pelbagai Latar Belakang

Anda perlu mengambil landasan daripada orang-orang yang kreatif dan inovatif. Anda memerlukan pekerja yang berfikiran kreatif dan inovatif serta boleh mengubahnya menjadi kenyataan. Dengan itu, perbetulkan proses pengambilan pekerja anda dan cari calon yang melihat perkara dalam cara yang berbeza, seseorang yang akan membawa perspektif baru kepada perniagaan anda.

Semasa temuduga, cari unsur kepelbagaian (diversity) dan apa-apa aspek luar biasa daripada segi pendidikan, aktiviti riadah dan kepentingan luar. Hasil kajian menunjukkan bahawa tenaga kerja yang pelbagai akan membantu perniagaan menjadi lebih inovatif dan lebih berjaya.

PKS tidak perlu terlalu khawatir dengan inovasi tetapi harus mengubah fikiran mereka untuk menggunakan teknologi dalam perniagaan. Banyak PKS takut akan inovasi, memikirkan bahawa ia tidak dapat diupayakan untuk kegagalan berskala besar. Tetapi, ini sama sekali tidak benar.

PKS mungkin akan berasa was-was dan khawatir apabila syarikat mereka memilih untuk memodenkan amalan perniagaan mereka. Walau bagaimanapun, mereka tetap perlu menyusuiakan perubahan pasaran dengan perniagaan agar dapat menyediakan perkhidmatan yang lebih baik.

3 Cara Untuk Memupuk Minda Ke Arah Inovasi

1. Terbuka Untuk Berubah

Bersikap terbuka dalam menerima perubahan dan mengetahui ke mana hala tuju perubahan ini. Komunikasi yang baik dan kerjasama adalah antara pencapaian ini.

2. Memupuk Budaya Untuk Belajar Dari Kegagalan


3. Penyelesaian Masalah

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6 Tips in Creating a Great Employee On Boarding Experience

Companies incur significant expenses during the recruitment and hiring process. When employees leave the company within the first 90 days, the money spent to recruit, interview, and hire them is lost, and there could be additional losses in productivity for the teams. There are many reasons a new employee might not last through their probationary period, but one of the factors that employers have control over is their employee onboarding process.

Here are seven employee onboarding tips that will help you improve employee retention and make the most of your investments in recruiting and hiring.

1. Put Yourself in Their Shoes
As a manager, you should put yourself in the shoes of a new hire and appreciate what it’s like for them to start working somewhere new. We often become so engrossed in our own roles that we can barely remember the time when we weren’t deeply acquainted with the people, processes, and products that make our businesses work. We might be so focused on roles and responsibilities that we forget to think about what new employees want from us when they join our team.

Remember that your new hire is seeing, hearing, and experiencing everything at your company for the first time — your job is to make them feel comfortable and integrate them into the company so they can start producing. You can also use new hires, as a great way to start a feedback loop and learn what onboarding is like for them.

2. Let Your New Hire Know What to Expect
Nobody likes being blindsided, yet many companies invite new hires in for their first day of employment without any notice or explanation of what they should do, where they should report, or what else will be expected of them. When you hire someone new, have their direct manager call them a day or two before their scheduled start date to go over practical items like the dress code and summarize the itinerary for their onboarding process. Many people will ask your new hire what their first day was like, and you only get one chance to make a positive impression of your environment.

3. Start with a Structured Schedule
With adequate guidance in their first weeks on the job, new hires can be left without a sense of purpose, wondering what to do next. Your employee onboarding program should include one to two weeks of structured days to ensure that the new employee is being adequately engaged in their first weeks of work — they should never feel like they have nothing to do.

The employee’s direct manager can collaborate with HR to generate task lists and schedules for the employee — we especially like task lists because they can turn into scavenger hunts that enable the employee to start creating relationships and learning how to navigate your company. After a couple of weeks have passed, the employee should be ready to handle their responsibilities at their own pace.

4. Connect New Hires to Internal Resources
Support from the right places is one of the crucial factors that determine whether a new hire stays or goes. Multiple studies have identified that the new employee’s direct manager should be the person guiding them throughout the onboarding process (not a colleague or an HR team member), and respondents to these studies indicated that assigning a mentor or “buddy” to your new hire is a great way to help them start making friends in the office. A meta-analysis of over 70 studies found that feeling socially accepted was a critical factor when it came to newcomer success.

At the same time, new hires will need to develop contacts throughout the departments of your organization in order to communicate and perform their job roles effectively. Try making a list of key personnel that your new hire will interact with in their job role and create a fact-finding mission that will have them meet everyone on the list during their first day. You can make it fun by including silly objectives. Don’t forget to let the employees on the list know to expect a new hire visitation.

5. Help Your Newest Employees See the Big Picture
As your new hire meets more people around the office, they should start to develop a better idea of how your business functions and how their role interfaces with other roles at the company. This helps new employees start to understand their roles and responsibilities even better. Your new hire may have simply seen their roles and responsibilities described on their job offer, but now they can start to see how different departments work together and begin developing a sense of belonging within the overall structure of the company.

6. Set Clear and Realistic Expectations
Setting clear and realistic expectations for the success of employees is a process that should begin on their first day of employment. Goal-setting and review should continue as a monthly follow-up process between the new hire and their manager. New hires need to understand what is expected of them — in many cases, they are trying to discover how they can impress their new employers and make a name for themselves. Managers need to constantly communicate the criteria for success and provide resources that support the new hire’s desire to achieve.

We recommend setting clearly communicated 30-, 60-, and 90-day goals and doing a mini performance review during that time that sets the new hire up for further success. At the same time, it may not be realistic to expect new team members to come in and start performing at a high level immediately. Even a subject area expert takes time to acquaint themselves with the processes and people at a new company and start delivering their best work. Managers should collect feedback from new hires about the onboarding process and help new hires feel comfortable addressing issues that could be affecting their satisfaction or productivity.

Source: https://creative.artisantalent.com/
Nama Syarikat
Hana Medic Sdn Bhd

Bidang Perniagaan
Pengeluar produk perubatan dan penjagaan kesihatan

Alamat Perniagaan
No.3, Jalan Nilam 3, Nilai Impian, 71800 Nilai, Negeri Sembilan

Telefon
03-8925 4880
03-8925 3881

Email
admin@hanamedicsdnbhd.com

Laman Web
www.hanamedicsdnbhd.com

Hana Medic ditubuhkan pada Oktober 2006, sebuah syarikat Bumiputera 100% yang dimiliki sepenuhnya oleh Assoc. Prof Dr Norayati Abd Majid (Presiden Persatuan Kawalan Infeksi Malaysia). Dr Norayati Abd Majid telah berkongsi pengalaman, pengetahuan dan pendapat beliau dalam dunia keusahawanan dengan BizPulse.

Apakah yang mendorong anda untuk mencuba perniagaan sekarang?

Bolehkah anda ceritakan secara ringkas tentang perniagaan anda?
Hana Medic adalah sebuah syarikat perniagaan yang menghasilkan pelbagai produk perubatan dan penjagaan kesihatan. Kami menghasilkan pelbagai produk perubatan dan penjagaan kesihatan untuk rumah sakit dan klinik. Ia juga melibatkan pengedaran dan pembekalan kuman, pembasmainan kuman, alat pembersihan dan peralatan kepada pemegang konsesi yang dikenali dengan Kementerian Kesihatan Malaysia (MOH) untuk pembersihan dan penyelenggaraan hospital. Hana Medic juga menawarkan pendidikan berterusan dan latihan kepada kakitangan penjagaan kesihatan di seluruh negara.


Bagaimana anda melihat perjalanan dan perkembangan syarikat anda?
Selain mencipta nama dalam pasaran perubatan tempatan, Hana Medic juga kukuh di Emiriah Arab Bersatu (UAE), Qatar, Kuwait, United Kingdom dan China selain giat berusaha meneroka pasaran Myanmar. Hana Medic berkembang pesat dan merancang meneroka pasaran baru. Syarikat yang beroperasi di Nilai, Negeri Sembilan ini merupakan milik 100 peratus Bumiputera.

Syarikat kami menghasilkan produk perubatan dan penjagaan diri seperti 25 peratus produk perubatan dan penjagaan diri, termasuk alat perhiasan, alat pembersihan dan peralatan kepada pemegang konsesi yang dikenali dengan Kementerian Kesihatan Malaysia (MOH) untuk pembersihan dan penyelenggaraan hospital. Hana Medic juga menawarkan pendidikan berterusan dan latihan kepada kakitangan penjagaan kesihatan di seluruh negara.

Bekerja besama rakan terkemuka di pasaran asing, produk utama kami, alat perhiasan, pelbagai produk barangan perubatan dan penjagaan diri, termasuk alat perhiasan, alat pembersihan dan peralatan kepada pemegang konsesi yang dikenali dengan Kementerian Kesihatan Malaysia (MOH) untuk pembersihan dan penyelenggaraan hospital. Hana Medic juga menawarkan pendidikan berterusan dan latihan kepada kakitangan penjagaan kesihatan di seluruh negara.

Program tiga tahun WEDP, anjuran Perbadanan Pembangunan Perdagangan syarikat anda?
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Program tiga tahun WEDP, anjuran Perbadanan Pembangunan Perdagangan syarikat anda?
Luar Malaysia menawarkan latihan perniagaan, latihan peningkatan kemahiran, pendedahan perniagaan antarabangsa, sesi rantaian dan pementoran selain pembangunan kepimpinan dan keusahawanan, khusus untuk wanita. Program ini memberi impak positif kepada prestasi ekspor kami.


**Apakah produk lain yang dipasarkan oleh syarikat anda?**

Hana Medic juga mempelbagaikan produk antaranya makanan kesihatan menerusi pelancaran produk buah-buahan campuran iaitu JustGreat. Produk itu diformulasikan bersama penyelidik Institut Pembangunan dan Penyelidikan Pertanian Malaysia (MARDI) dengan saintis yang mencapai kejayaan dalam pengetekstratan dan pemuliharaan bentuk bebas ramuan antioksidan, mengandungi flavonoids serta asid fenolik melalui proses penapaian.


**Apakah aspirasi perniagaan anda di masa akan datang?**

Kami menyasarkan peningkatan 80 peratus hasil dari luar negara, didorong oleh pelancaran produk serta penerokaan pasaran baharu. Setakat ini perniagaan ekspor syarikat itu menyumbang 30 peratus daripada jumlah hasil, manakala 70 peratus lagi daripada pasaran tempatan. Sejak menamatkan Program Pembangunan Pengeksport Wanita (WEDP) pada 2016, kami meluaskan liputan eksport ke Emiriah Arab Bersatu, Qatar, Kuwait, United Kingdom dan China.


In this timely and enlightening book, the bestselling author of Deep Work introduces a philosophy for technology use that has already improved countless lives. Digital minimalists are all around us. They’re the calm, happy people who can hold long conversations without furtive glances at their phones. They can get lost in a good book, a woodworking project, or a leisurely morning run. They can have fun with friends and family without the obsessive urge to document the experience. They stay informed about the news of the day, but don’t feel overwhelmed by it. They don’t experience “fear of missing out” because they already know which activities provide them meaning and satisfaction.

Drawing on a diverse array of real-life examples, from Amish farmers to harried parents to Silicon Valley programmers, Newport identifies the common practices of digital minimalists and the ideas that underpin them. He shows how digital minimalists are rethinking their relationship to social media, rediscovering the pleasures of the offline world, and reconnecting with their inner selves through regular periods of solitude. He then shares strategies for integrating these practices into your life, starting with a thirty-day “digital declutter” process that has already helped thousands feel less overwhelmed and more in control. Technology is intrinsically neither good nor bad. The key is using it to support your goals and values, rather than letting it use you. This book shows the way.

Reviewed by Nursyafiqah Mohd Rafee

Nursyafiqah Mohd Rafee is an Executive at the Centre for Entrepreneur Development and Research (CEDAR), a wholly owned subsidiary of the SME Bank Malaysia. She can be reached at nursyafiqah.rafee@smebank.com.my.

What It Takes: Lessons in the Pursuit of Excellence

From Blackstone chairman, CEO and co-founder Stephen Schwarzman, a long-awaited book that uses impactful episodes from Schwarzman’s life to show readers how to think about management, entrepreneurship, investing and risk. This story literally has what it takes: the anecdotes, the insights and, most of all, the values to guide the next generation of entrepreneurs. Whether you are a student, entrepreneur, and philanthropist, executive or simply someone looking for ways to maximise your potential, the same lessons apply.

People know who Stephen Schwarzman is - at least they think they do. He’s the man who took $400,000 and co-founded Blackstone, the investment firm that manages over $500 billion (as of January 2019). Building Blackstone into the leading global financial institution it is today didn’t come easy. Schwarzman’s simple mantra ‘don’t lose money’ has helped Blackstone become a leading private equity and real estate investor, and manager of alternative assets for institutional investors globally.

From deal-making to investing, leadership to entrepreneurship, philanthropy to diplomacy, Schwarzman has lessons for how to think about ambition and scale, risk and opportunities, and how to achieve success through the relentless pursuit of excellence. Schwarzman not only offers readers a thoughtful reflection on all his own experiences, but in doing so provides a practical blueprint for success.

Reviewed by Cal Newport

Nursyafiqah Mohd Rafee

Digital Minimalism: Choosing a Focused Life in a Noisy World

Digital Minimalism: Choosing a Focused Life in a Noisy World

Author : Stephen A. Schwarzman
Pages : 400 pages
Publisher : Simon & Schuster Ltd

Author : Cal Newport
Pages : 304 pages
Publisher : Portfolio