

A Monthly Bulletin for Entrepreneurs

# **bizpulse**

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COVER STORY

## Fintech Helping to Bridge SME Funding Gap

Malaysian small and medium enterprises (SMEs) have great potential to grow to new heights with the availability of fintech. A 2017 World Bank report projected that Malaysia will see strong growth (12.5%) in the financial technology or fintech industry until 2023. While financial institutions were the first to embrace it – with 66% of Malaysian banks aiming to transform their approach to being more digital-focused by 2020 – SMEs are beginning to get into the game.

Today, SMEs make up more than 38% of Malaysia's gross domestic product. But despite their economic importance, SMEs face a lot of institutional challenges, which include a shortage of human resources, limited sources of funding and a lack of business opportunities. With the fintech revolution, however, SMEs can take their businesses to the next level.

The concept of fintech works to their advantage because it allows companies to step away from the need for a centralised server because everything can be accessed through cloud-based networks. Fintech can also empower communities by favouring the development of a reputation-based ownership of shared resources, promoting economic activity, trust and transparency.

Through the nature of the technology, fintech promotes the development of a

digital environment that supports SMEs as they can be part of a new ecosystem, which is to their benefit. Malaysia has provided multiple avenues for funding for SMEs in order to grow their business. Almost immediately, that is one area that is available to SMEs across the country.

Fintech Malaysia Report 2019 reveals that there are 198 players offering fintech services. Still, despite the growth of the fintech industry in Malaysia, many small businesses are still reliant on traditional sources of borrowing – savings, loans from relatives and friends, and non-bank money lenders such as pawnbrokers. This persistent trend is in tandem with the current challenge of digitalising SMEs as a whole, where despite the various initiatives undertaken by the government, the momentum has not been as forthcoming.

According to SMECorp and Huawei Technologies research paper, "Accelerating Malaysian Digital SMEs: Escaping the Computerisation Trap" (2018), only 44 percent of SMEs are using cloud computing. Most have not adopted cloud software-as-a-service to drive software process improvements. Instead, cloud storage services such as Dropbox are a common feature. This means that in the context of the post-COVID-19 era, we are starting at a baseline that requires greater synergy between the government and SMEs – to achieve the desired outcome of full-scale digitalisation.

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Promoting fintech as a key driver of SMEs would entail the following two strategic thrusts: (1) The government playing an indirect role of incentivising and pushing SMEs to take advantage of fintech financing opportunities; and (2) The government directly enabling SMEs to move up the digitalisation chain/ladder.

**Fintech Via Peer to Peer (P2P) And Equity Crowd Funding (ECF)**

Fintech is poised to overtake conventional banking and finance as well as non-banking sources as the leading source

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SME Bank Group of Companies



**Cover Story**

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of financing opportunities for SMEs. External factors like COVID-19 alongside government stimulus will lead to increasing pressure (direct and indirect) on SMEs to adapt or be left out.

Funding Societies Malaysia and B2BFinPal are the two leading domestic or local players in the market currently in terms of P2P and Equity Crowdfunding (ECF) also known as co-investment.

The Securities Commission (SC) has also been working with the government to launch the Malaysia Co-Investment Fund (MYCIF) of RM50 million targeted at capital markets, including companies listed on the Leading Entrepreneur Accelerator Platform (LEAP) Market board (for SMEs). Since 2019, the SC has lifted the funding limit on ECF platforms to RM10 million, and allowed ECF and P2P platforms to operationalise secondary trading with immediate effect.

From 21 ECF and P2P platforms registered with the SC that have collectively raised RM587 million for more than 1,600 micro, small and medium enterprises (MSMEs), fintech platforms have now helped more than 2,500 SMEs to raise over RM1 billion, according to the latest figures by the SC.

Simultaneously, fintech will play a critical role in reducing red-tape in the processing of credit/loan applications. Technology, particularly the use of artificial intelligence (AI) and big data will be an integral and essential feature and dimension in how credit/loan applications are fast-tracked.

**Government As Enabler**

It is vital to ensure that the trend of increasing assimilation of fintech as a major source of funding keeps up with the trend of increasing digitalisation and vice-versa. Fintech is simply a subset of digitalisation. Digitalisation of SMEs' operational capacities should logically and organically extend to the adoption of fintech as the alternative channel of credit.

Fintech is not just a crucial source of funding and borrowing for SMEs in the long-run – as part of the alternative solution to ease cash flow problems – but is also an impetus and catalyst for the growth of digitalisation.

The ecosystems of both fintech and digitalisation, therefore, complement and supplement each other. Moving forward, a closer strategic collaboration between the government and SMEs is needed.

In this, the Malaysian Digital Economy Corporation (MDEC) has been at the forefront in promoting and augmenting fintech and driving the digitalisation of SMEs. In August this year, MDEC – in collaboration with the Central Bank of Malaysia (Bank Negara Malaysia) – launched the “Fintech Booster”. It provides capacity building programmes for fintech companies – which are themselves SMEs – based in Malaysia to develop meaningful, innovative products and services by enhancing their understanding of market, compliance and regulation requirements.

Under Budget 2021, the government will continue to nurture the development of P2P lending and the ECF eco-system. A RM50 million matching grant for P2P lending and RM30 million matching grant for ECF have been allocated, respectively. Additionally, individual investors are entitled to a 50 percent income tax exemption with a limit of RM50,000.

There is no doubt that the government of Malaysia is doing its best to help SMEs transition towards digitalisation – in line with the broader move up the value chain for the economy of the future. But SMEs on the whole, especially those that have yet to digitalise need to do their part.

Source: The ASEAN Post; The Edge; Bank Negara Malaysia, www.fintechnews.my



# The Key to Succeed Personal Branding in the Digital Age

by CEDAR Research Team

Everything has gone digital – including you. The move to all things digital may have started with e-commerce thanks to Amazon, but since they established their now famous online bookstore in 1994, everything has moved online. The web is the place we go to do practically everything. It's how we reserve our movie tickets, where we go to learn and grow, how we book our airplane seat, and how we determine which restaurant we want to book. And in case you haven't figured it out, it's where we go to learn about our colleagues, managers and peers. And vice versa: your personal brand has moved online too.

Brands aren't just text or an image on a page anymore. In a digital world, brands are living representations of your business, products and ideas – or even YOU, if you're building a personal brand. Your personal brand is what people say about you when you're not in the room. In this digital age, as a company or individual, you should audit your presence online to see what would come up when prospects search for your name.

Maximizing your digital presence is essential for your company or personal brand as online sales, resources, education, and sales have all skyrocketed. Whether you're an entrepreneur, expert, thought leader, executive, or business owner, maximizing your digital presence has proven to bring more connections, customers, and revenue.

Since the pandemic, the majority of executive meetings, sales demos, and business transactions are conducted online. Consumers are heavily researching online, looking for the right connection or right representative that they can trust and build with. With an uncertain year coming to a close, here are some of the key trends that suggest how personal branding fuels business growth.

## 1 Connect With Experts And Create Deeper Relationships

"Connection is the new currency." Covid-19 has impacted the way we connect and interact online. The economy has

taken a major digital shift, and the reliance on online branding for entrepreneurs has become crucial. All of our communication, sales demos, and business meetings have turned completely virtual. You want to become attractive to your prospects.

Your personal brand is the most powerful marketing, sales, and networking tool that exists today. Building online relationships and expanding your network will generate many more referrals, leads, business, and income. It's not about who you know; it's who knows you. For that, your first impression with your personal brand has to be top tier. In today's digital age, your financial success is directly proportional to how many people know you, like you, and trust you, so it's in your best interest to build a strong personal brand.

## 2 Attract Higher Paying Clients

Once you have established your personal brand authority in your industry, your demand increases, and you can thereby charge a premium for your services. The key here is becoming the kind of customer or client you would want to attract. Maintaining high standards and professional branding will make it easier to sell more because, through your personal brand, you can demonstrate your value.

## 3 Commit To Being Visible

Strong brands don't go into hiding. They're visible, available, and valuable to their brand community. Make a schedule for communicating with your community. It doesn't mean you need to post content every day. It just means that you're an active participant. Commenting on others' contributions and sharing it with your brand community is a great way to stay engaged with your people.

## 4 Gain A Competitive Advantage

The online market is heavily saturated by billions of people, and the trust factor in the marketplace is at an all-time low. Consumers and clients want to know who they are doing business with, no matter the niche or industry. They want to find someone who they can trust and value. By differentiating yourself and

positioning yourself as the authority or expert in your industry, you build much more credibility with your target market.

## 5 Know Your Unique Promise Of Value

You must be clear about who you are, what separates you from your peers, and what your message is. Visibility has no value without clarity. Do the work to get clear about your brand and turn that clarity into your bio. It will serve as the basis of how you talk about yourself online. The digital landscape is cluttered. Your unique message will stand out if it's clear.

## 6 Know your social media preferences

You'll be more likely to adopt a regular habit of interacting with your brand community online if you enjoy the process. If you like visuals, consider Instagram. If you like to share pithy, witty quips, Twitter is your tool. You can't beat LinkedIn as a place for making your articles visible. And if you like to be in front of the camera, YouTube can be your best friend – and your most valuable tool for expressing your thought-leadership. Don't feel you need to be visible on every social media platform that exists.

Being online gives you a platform that's not connected to your title or how many people work for you. Instead, it allows you to share your knowledge, expertise, and opinions so you can connect with key stakeholders and build meaningful relationships.

That means the flesh-and-bones you needs to be translated to the bits-and-bytes you. But the old rules of personal branding still apply. Follow these rules to make sure the online version of you is authentic, compelling, and generating value for your career.

Source: [entrepreneur.com](http://entrepreneur.com) & [forbes.com](http://forbes.com)

# 4 Digital Marketing Hacks to Increase Sales

by CEDAR Research Team

**D**igital marketing is the most effective way to reach your target audience, drive targeted traffic to your website, generate quality leads, and ultimately, close sales. To create a digital marketing strategy that will foster business growth, it is key to understand the following:

- How much money should be spent on digital marketing?
- Which tactics will provide the best return on investment (ROI)?
- Which channels will help funnel in high-quality leads?
- What can be done to foster the entire buyer experience?
- How can success truly be measured?

No matter how small or large your business is, having a deep understanding of what happens when you implement your digital marketing strategy is critical to making better decisions that will yield positive results. As such, having the right tools, processes, and people in place will only help elevate your efforts to meet your other business objectives.

Here are 4 powerful digital marketing hacks that will help you increase sales now:

## 1 Create Stellar Content For Digital Marketing

The key to making content work for you in terms of gaining the awareness, leads, and sales you want is to make sure that you're adding tremendous value. This means that the topics you write about and tips you put forth are actionable and consumed by your target audience. One of the biggest mistakes companies make is that they develop content and hope that it will attract attention right away. Know that your content strategy needs to be focused on both short- and long-term goals.

## 2 Run Social Ads

Advertising on social media networks is a no-brainer. Let's say you're in charge of generating leads for a B2B SaaS product and need to figure out how you can drive sales-qualified leads that will turn into opportunities – which social networks would you want to consider?

For starters, look at these three: LinkedIn, Facebook, and Twitter. You'll be able to narrow down specific personas, test multiple creatives and messages, and

collect data to see what works best. Like any advertising strategy, make sure that you tie your social ads to their own landing pages and that the copy from the ad to the landing page matches up.

## 3 Develop Robust Email Marketing

Once you have lead information collected from your website, the logical next step is to develop automated workflows that will nurture your leads. The key to making effective workflows is to map out the buyer journey and align your email strategy with that.

## 4 Host Webinars

Get creative with your webinars by inviting guest speakers to help co-host and even do interviews with happy customers who are using your product/services. Webinars are one of the best ways to generate quality leads. Research and choose the right topic. Just as you would with your blog topics, do the same with your webinar topics – it's about the searcher intent and target audience needs, i.e. the problem you solve. Make sure the webinar is available on-demand and then have a series of follow-up emails and advertising to still drive engagement that then turns into opportunities.

## Good Digital Marketing Vs. Great Digital Marketing

What separates good digital marketing from great digital marketing isn't just your ability to spend a ton of money, but to use that money to show the actual problem you solve. In other words, you're selling the solution for a clear problem and can show how you are able to do that. More specifically, people buy from people, not companies. Therefore, being authentic with your approach and steering clear from just making a transactional sale will only help you in the long-term.

Finally, continue to integrate both your intuition and the data you collect to help excel your business forward. Don't look at digital marketing as just a 1:1 – money in and money out – solution. Rather, use the power of digital marketing to create awareness that will expand beyond just one single piece of creative or content. Changing your perspective to this approach will help you keep the needs of your target customers top of mind, and in turn, support your growth initiatives.

Source: [entrepreneur.com](http://entrepreneur.com)

# 10 Tips for Emerging Entrepreneurs

by CEDAR Research Team

In many ways, it's easier than ever to become a successful creator. Ideas can potentially spread virally thanks to social media and online platforms. These days, almost everyone has the dream of starting their own company. After all, what could be better than being your own boss and bringing your passion project to the world? However, it may require you to take your focus off of superstardom and shift it toward monetizing what makes you happy. Having realistic expectations and clear attainable goals, will go a long way in helping pave the path towards your future.

Being successful often means learning from those who have already achieved their goals. Having a mentor is an amazing blessing to an entrepreneur, but not everyone can find one in person. If you haven't yet found your personal business guru, here are the tips for young or aspiring entrepreneur to help get you started.

## 1 Self-Funding

Start where you are with what you have. Keeping a "day job" is important in the beginning so you have the resources to fund your creative endeavours. The easiest way to get start-up money is to save some of the money you make from your day job and/or reinvesting the money you make from your small creative business. Whether you're freelancing or selling your art/product, you should reinvest your profits in order to grow!

## 2 Find a niche

In order to make a profit, you need to find a consumer base to serve. The easy way to find a consumer base is to look at the problems you've encountered and find a solution for them. Once you've found a solution, you can easily generate income by solving those problems for others. Every market is competitive in some capacity. You bypass competition by being creative, niche-ing down, and creating a space for yourself.

## 3 Plan Your Business

There is no substitute for a solid business plan. If you think you've planned your business and market strategy out enough, you're probably wrong. Analysis of your target demographic and competitors is especially important. Also, prepare yourself for any eventuality. Analyze any possible thing that can go wrong with your game plan, and then prepare an apt response. That way, when anything does happen, you're ready. Keep

track of your skills and weaknesses, what you offer, how said product or service is unique, and how you plan on growing your offering once you've entered the market.

## 4 Work With Others

There are so many businesses that you can become involved in to fund your creative endeavours while simultaneously helping others. Keep in mind that your business can be both B2B (business-to-business) and B2C (business-to-consumer). Networking is crucial. If you're an introvert, then you may have some difficulty with this. Create a business environment and authority through your work to get people to come to you if you can, and actively seek out opportunities to refer your business to someone that you want to work with.

## 5 Motivation

Staying motivated can be tricky. A lot of business coaches and entrepreneurs will make you feel guilty for feeling burnt out. They say "your passion and problems should drive you," but oftentimes that's unrealistic. Creating an unsustainable amount of work for yourself in order to gamble on a dream can potentially have ill-effects on your mental health. Pace yourself, and know when to take a break.

## 6 Keep Your Marketing Budget Tight

Marketing your business is extremely important, but it shouldn't cost an arm and a leg. Remember, social media is your friend. Creating your business page on Facebook and founding social accounts on Twitter and Instagram for your business is free, and will also help your SEO. Submitting your website URL to search engines like Google and Bing is another free way to boost your visibility.

You don't need to be a stingy, but good marketing should work smarter, not harder. Hit the right demographic and you won't have to invest in complex or costly paid media campaigns. Strong, targeted email and social media campaigns are much cheaper and more effective.

## 7 Getting Investments

Knowing an investor never hurts, but there is considerable work to be done before you should approach a lender of any kind. You need proof of concept and a solid business plan to illustrate how the investor will see a return. In the beginning, it is easier to start

small. Crowdfunding is an amazing tool that can certainly boost many creative businesses. However, the burden is on you to get people to literally buy into your idea. Is the idea sound? Is your product worth the investment? Do you have the support of enough people who will buy into YOU to help you fund your dream? Crowdfunding only works when you have an amazing product, an amazing solution, or an amazing personality/story.

## 8 Take Risks

Humans are generally risk-averse, but part of being an entrepreneur is being willing to take risks (and knowing which risks are viable and which aren't). Learn which risks will benefit your business and which won't, and learn to go for it. Entrepreneurial endeavors aren't like calculus equations. There is no guaranteed right answer. Sometimes you have to analyze the market and take a leap of faith. Everyone, and we mean EVERYONE, who has ever achieved real success has taken a risk.

## 9 Work Life Balance

Entrepreneurship is a lifestyle, but don't work yourself senseless. When you're running your own business, it's really easy to forget to clock out. The days of 9-5 are long gone for you (if you're successful), but remember to separate work and play. Don't let your business take over your life. You may have to put in an extra hour at the beginning to get your endeavor off the ground, but in the long run, be sure to watch your time management so you can have time to keep LIVING.

## 10 Never Stop Learning

This is critical to success. The market is constantly changing. You should be, too. Starting your own business is a constant process of growth and learning. Teach yourself new skills, from SEO to writing to design to management and presentation. The more you know, the less you'll have to pay others to do stuff for you, and the more you can understand the inner workings of the market. If you want to get into the entrepreneurial game, you need to be ready to go 110%, and that means signing up for a never-ending learning process.

Source: [entrepreneur.com](http://entrepreneur.com) & [business.com](http://business.com)

BUSINESS ALERT

# BUSINESS ALERT

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

## OIL, GAS AND ENERGY (Average USD48.22 / Brent Crude)



### OUTLOOK: NEUTRAL

- Moving into 2021, the key factor in determining the oil price movement is the vaccine development. As long as the market continues to see good news about vaccines, the traders will be more confident in the oil market. Oil demand from China has also been quite strong. Global oil demand is somewhat expected to be supported by China going forward. Its economic activities were better than expected and it is expanding its refining capacity. However, some of the key risks include

the resurgence of Covid-19 cases, rising Libyan oil production and the easing of sanctions on Iran by the Biden administration.

- Despite higher oil prices, the market foresees only a "slight improvement" in earnings for most O&G stocks in 2021. Oil prices seen capped at US\$50 in 1Q2021. For the next quarter, oil prices will be pretty much capped at US\$50. The gains we have seen over the past few weeks are closer to a plateau,

unless there are more positive vaccine developments or oil supply disruptions. For upstream players, the market expects them to record weaker profit next year, based on whatever contracts they have and are securing right now.

## HEALTHCARE



### OUTLOOK: NEUTRAL

- While other companies are struggling as a result of the Covid-19 pandemic, digital healthcare platform DoctorOnCall is actually thriving. The platform provides online medical consultation, delivers medication through its online pharmacy, hosts a medical specialist search and booking engine and features health articles and a medical information database, among other things. In February 2020, just before the Movement Control Order was announced, it partnered with the Ministry of Health (MoH) to establish a virtual health advisory portal to help

address Covid-19's risk communication needs. This portal is still available at moh.gov.my and doctoroncall.com.my/coronavirus.

- Through the portal, users are able to quickly see if they have contracted the Covid-19 virus by answering a series of online questions, or alternatively, consult a specialist through the platform for free, reducing the need to physically seek medical advice at a clinic or hospital. Although this partnership is a non-profit initiative, it has helped push forward the nation's digital health agenda. Amid the

pandemic, DoctorOnCall managed to double its online medical consultations to more than 200,000 in October from about 100,000 in March, 2020. Its monthly page views have also more than quadrupled to 4.1 million throughout the same period. DoctorOnCall has also captured the attention of insurance providers, with insurer Zurich Malaysia launching a campaign to provide free annual subscriptions to DoctorOnCall and e-pharmacy vouchers to customers who sign up for some of their insurance products.

## TOURISM



### OUTLOOK: NEUTRAL

- Malaysia has released its 10-year tourism policy plan, with emphasis on the roles of technology and ecotourism in the coming decade. The National Tourism Policy (DPN) 2020-2030 aims to make Malaysia's tourism firms more competitive, while also encouraging sustainable and inclusive sector development and planning for future disasters. Digital technology-based tourism industry development is vital in ensuring that the objective of the policy could be achieved. The policy underlined that technology could also strengthen ties between industries and pave the way for new innovative sub-sectors

that would create business as well as employment opportunities.

- To support this policy, technology-based tourism investment is very much encouraged. As part of the new tourism policy, Malaysia would create Special Tourism Investment Zones for tourism projects to boost public-private cooperation and attract more local and international investment. The government is also committed to balancing development efforts with preserving national treasures, including the environment, culture, and heritage. The goal is to brand Malaysia as Top

of the Mind Ecotourism Destination of the World. Resource sustainability can drive new economic growth and create employment opportunities.





## BUSINESS SERVICES

### OUTLOOK: NEUTRAL

- Rising competition from air cargo services may dent any windfall expectations for shipping container demand following the rebound in global trade activities in the second half of 2020. As international passenger flights continue to be banned in many countries, airlines have opted to fold down their seats to make room for freights to meet demand and cover their operating losses. According to official data, the total container throughput at Port Klang's Westports dropped by 4% for the first nine months of 2020. Export and import volume fell 8% compared to last year, while transshipment rose 5% on annual comparison. Due to the Covid-19 pandemic, port operators in Malaysia have been expecting lower container throughput amid weaker demand for goods worldwide compared to previous years.
- In the near term, we foresee front-loading of cargoes during Christmas and ahead of Chinese New Year to support

container throughput towards the end of the year. Container throughput in 2020 is expected to be flattish before recovering in 2021, barring any unforeseen circumstances from the latest jitters of the mutated Covid-19 found in the UK. There are concerns over the resurgent coronavirus pandemic are threats to global sea shipment, which was disregarded as among the beneficiaries in the distribution of the Covid-19 vaccines.

## COMMUNICATIONS CONTENT AND INFRASTRUCTURE



### OUTLOOK: NEUTRAL

- SMEs should reimagine how digitisation can propel their business recovery, transform their business and accelerate growth. According to IBM Malaysia, SMEs should foster partnerships to ensure business recovery and resilience. The need for partnership and collaboration between the public and private sector is crucial to make a better future for digital Malaysia and accelerate us towards the era of IR 4.0. IBM Malaysia has a running collaboration with Malaysian fintech software solutions company MADX Panel for the implementation of cloud solutions to improve digital services for the latter's micro, small and medium-size enterprise clients across the country. The partnership enables MADX Panel to enhance its digital capabilities and continue developing innovative products and services for its clients at a competitive cost.
- According to IBM Malaysia, hybrid cloud and artificial intelligence (AI) are the two dominant forces driving digital transformation. Cloud solutions generally give SMEs access to the necessary capacity, security and services to keep their operations

running. By implementing advanced technologies, SMEs can then tackle challenges that demand minimum disruption to business operations, delivery of mission-critical operations and new ways of working. The key, is for SMEs to start reskilling for a world in which every company is cloud-based, and automation and AI will drive future modernisation. Gaps in skills need to be addressed in order to accelerate digital transformation for businesses to create a competitive advantage for sustainable growth in the future.

## WHOLESALE AND RETAIL



### OUTLOOK: NEUTRAL

- The retail industry is expected to turn around next year, growing at a forecast 4.9%, according to Retail Group Malaysia (RGM). RGM stated that "all retail sub-sectors – fashion, department stores or grocery" are expected to rebound, which would bring RM95 billion in total retail sales. However, it is also a bit cautious that with the Klang Valley being such a "critical retail market, accounting for 60% of the country's retail sales, any restriction on inter-district and inter-state travel may derail the recovery.
- RGM data includes fashion, optical, hardware, and food and beverage (F&B) retailers while "big-ticket" items such as cars and houses, and service providers like cinemas and hair salons, are left out. Retail purchases via mobile phones or computers are included only if the shopping site is operated by a brick-and-mortar store. The local retail market is "somewhat unpredictable" as any development such as "a fourth wave of Covid-19, another MCO, the collapse of the world economy, a change in the

ruling political party, a general election or a new cluster in a major shopping mall" can be a major influence.





## ■ Apa Itu *Business Coaching*?

oleh CEDAR Research Team

**T**idak dinafikan, bergantung dengan satu pekerjaan dan pendapatan pada hari ini tidak lagi menjanjikan keselesaan dalam kehidupan. Apatah lagi yang mempunyai tanggungan keluarga dan komitmen bulanan yang besar.

Ditambah pula dunia sedang bergelut dengan masalah Covid-19, maka ramai yang mula menjinakkan diri dalam bidang perniagaan untuk menampung kos sara hidup yang kian meningkat. Pelbagai onak dan duri perlu ditempuhi sebelum berjaya. Banyak usahawan kecundang sebelum berjaya dalam perniagaan mereka.

Pelbagai masalah dan kekangan menjadi penghalang namun semua itu boleh dihadapi dengan baik jika usahawan tersebut mempunyai ilmu perniagaan. Jika tahu selok belok dalam dunia perniagaan ini maka peratusan untuk berjaya lebih tinggi. Jadi bagaimana ingin berjaya di dalam dunia yang mencabar ini?

Itulah soalan yang sering berlegar di fikiran mereka yang 'kosong' tentang bisnes. Tidak kira apa jua bidang perniagaan yang anda ceburi, *locally or globally*, asas utamanya adalah ilmu. Tanpa ilmu dan panduan, sukar untuk maju kedepan. Disini kepakaran jurulatih perniagaan ataupun lebih dikenali sebagai *business coach* dapat membantu kelangsungan perniagaan anda. Dalam kesibukan dan keriuhan dalam menguruskan perniagaan, tentunya kadang kala pemilik perniagaan akan menemui jalan buntu. Lebih2 lagi jika tumpuan anda adalah untuk mengembangkan perniagaan dan ingin memaksimumkan keuntungan.

*It can be a bit overwhelming.* Namun, dengan adanya *business coach* yang berpengalaman di sisi anda, sesetengah perkara akan menjadi lebih mudah untuk diuruskan.

### Apa itu "Business Coaching"?

Setiap perniagaan adalah unik, oleh sebab itu, *personalized guidance* adalah

satu-satunya kaedah yang benar-benar berkesan. Inilah yang dimaksudkan dengan *business coaching*. Selalunya, *business coaches* terdiri daripada individu yang berpengalaman, usahawan berjaya ataupun *subject matter experts*. Mereka mengaplikasikan pengalaman bertahun-tahun mereka untuk membantu orang lain khususnya perniagaan dalam mencapai matlamat mereka.

Sebagai contoh – jika anda ingin belajar bermain alat muzik, adalah lebih mudah apabila ada seseorang yang mengajar anda. Sama juga senarionya dalam perniagaan, dengan adanya *business coach*, ia akan lebih mempercepat dan memudahkan usaha anda dalam merealisasikan matlamat perniagaan anda. *Business Coach* dapat membantu pemilik perniagaan dalam memvisualisasikan masa hadapan perniagaan mereka. *Business Coach* juga dapat membantu dalam merangka hala tuju dan menggerakkan strategi dalam mencapai matlamat perniagaan (*business goals*) yang telah ditetapkan. Sebagai contoh, sekiranya pemilik perniagaan berdepan dengan konflik dan buntu dalam menyelesaikan masalah yang dihadapi, *business coach* akan menjadi *the go-to person* untuk rujukan. Dengan adanya *Business Coach*, ia umpama seakan-akan mempunyai rakan kongsi yang berpengalaman yang selalu bersedia membantu anda.

### Apakah perbezaan antara "Mentoring", "Training" dan "Coaching"?

#### Apa itu "Mentoring"?

*Mentoring* merupakan hubungan tidak formal antara dua individu. Anda tidak boleh melantik seorang mentor. *This type of relationship develops over time from a professional association or friendship.* Dalam kebanyakan kes, mentor akan berkongsi pengalaman dan pengetahuannya dengan anda secara tidak formal. Anda boleh menganggap sesiapa sahaja sebagai mentor anda yang anda anggap berjaya dan anda berhasrat

untuk menjadi seperti orang itu. Seorang mentor akan membimbing anda melalui semua pasang surut hidup anda dan lama-kelamaan hubungan anda dengan mentor bertambah erat dan bahkan boleh bertukar menjadi persahabatan yang berpanjangan.

Jika dibandingkan dengan *Coaching*, yang lebih focus dalam menyelesaikan masalah dan konflik, *Mentoring* memberi tumpuan kepada *long term success*, dan melihat kepada gambaran yang lebih besar. Dengan kata lain, jika *Coaching* adalah untuk meningkatkan prestasi, *Mentoring* pula lebih tertumpu kepada *building capabilities*.

#### Apa itu Training?

Apabila kita bercakap tentang *Training* maka jangan hadkan pemikiran anda training itu hanya tertumpu kepada classroom training. Terdapat pelbagai jenis latihan seperti *on-the-job training, e-learning, and other methods of training.* Semasa proses *Training* berlangsung, *Trainers* akan berkongsi pengetahuan dan pengalaman mereka yang luas dalam sesuatu subjek dengan individu yang mengikuti *Training* tersebut. *Training* merupakan pendekatan yang lebih formal. *Training* dipraktikkan dengan objektif pembelajaran yang ditentukan dan durasinya agak singkat jika dibandingkan dengan *Mentoring* dan *Coaching*.

#### Apa itu "Coaching"?

*Coach* merupakan seseorang yang pakar dalam membantu membuka potensi orang lain. Ini dicapai melalui pemerhatian dan pengukuran tahap prestasi *coachee*, selain dari menetapkan matlamat baharu, dan memberikan maklum balas yang bersifat *motivational* dan *developmental*. Seorang coach menggunakan *approach questioning mode of operation, as opposed to the telling style adopted by trainers.* *There is a difference between training someone, and helping them to learn.* Pada dasarnya, seorang coach akan membantu usahawan untuk meningkatkan tahap prestasi semasa mereka sendiri.

# 8 Easy Ways in Stimulating Creativity Among Your Employees

by CEDAR Research Team

**C**reativity isn't important just for artists and musicians, nor is it an extra "add-on" quality that's nice to have in a workforce. If you want your employees to be a team of fearsome, productive, insightful players for your brand, you need every member to be at his or her creative peak.

Creativity after all allows for alternative solutions to tough, complex problems. It allows for new ideas to emerge and reshape your assumptions. It helps people improve their workflows and approaches, and most importantly, it inspires people, leading to a happier, more invested team. So, does this mean you should hire only the most creative people for your team?

Not necessarily. You see, even though some people might be born with a higher tendency toward creativity, that doesn't mean everyone else is inherently less creative. Everyone has some degree of a spark within them – you just need to do the work of allowing that creativity to flourish. Hiring naturally creative candidates may help, but your primary goal should be to create an environment that nourishes the creativity in everyone.

## 1 Allow Flexible Work Schedules

Studies have consistently shown that flexible schedules lead to higher rates of overall productivity and higher job satisfaction, a finding which by itself should encourage you to adopt such a flex-time policy; but, even better, it leads to more creativity. When workers aren't fixated on precise punctuality, waiting out the clock, or rushing back from lunch, they have more time to decompress and land naturally on abstract solutions. To lean on an overused buzz-phrase, you're letting your employees "work outside the box" in order to "think outside the box."

## 2 Listen To New Ideas

One of the biggest creative limits in business isn't the absence of creativity altogether; it's the fact that the creativity that's there isn't heard. Your workers might be coming up with cool, creative, clever ideas, but if they don't feel comfortable bringing those ideas to the surface, you'll never hear about them.

To resolve this discrepancy, institute a personal policy to listen to every new idea – even bad ones, and ones that go against your thinking. You don't have to act on them, but you do have to value them, give honest feedback and reward employees for bringing them up. Doing

so regularly will cultivate an atmosphere of positive idea generation, which should self-perpetuate over time.

## 3 Encourage Breaks

Again, allowing for breaks is nearly proven to increase employees' productivity and job satisfaction; just don't neglect their ability to improve creative thinking, as well. Building breaks into your work culture gives work less of a "grindstone" feel and more of an active choice.

When your employees aren't pressured to complete a task, they can approach it in a more relaxed, thoughtful way; instead of trying to force the square peg into a circle hole, they'll have the freedom to walk away, casually think about the problem and ultimately come to a correct alternative solution on their own terms.

## 4 Diversify Team

Just as bad people can squash innovation, good people working together can become greater than the sum of the parts. Smart, creative people brainstorming together can lead to new ideas as people are introduced to diverse perspectives and pushed to think more deeply.

Some of your team members may be better at identifying the problem. Others may be skilled at determining which tools to use to address a problem, and others are best at communicating changes and gaining buy-in for new solutions. And others will be the ones to build the solution!

Often, companies hire people who have similar methods for completing tasks. You want to minimize this practice, because creativity lies in using a variety of problem-solving tactics. In other words, building a diverse team brings new perspectives about solving problems.

## 5 Ask for Improvements

When making decisions about your company, the ideas of the employees are often overlooked. Most employees are in the office for about 40 hours per week. So they know if something needs to be changed, and they often have ideas of their own.

However, they might not come to you with their ideas for improvements. So, ask your employees about their opinions and ideas. That way, you can easily involve your employees and get more ideas about how to improve the workplace.

## 6 Promote Creativity Through Office Design

An inspiring workspace inspires creativity and innovation. Even if your office layout is more cubicles than open space, there are still ways that you can help employees feel inspired by their surroundings. For example, you can encourage employees to bring in photos, prints or small decorative objects from home. If possible, hang up some beautiful artwork on the wall and bring in task lighting and tall lamps. Add office plants to help purify the air and bring a touch of nature inside.

You should also consider investing in sit-stand desks to give your employees flexibility and better health, as backaches aren't conducive to creative thinking. These elements, and others, can create an atmosphere in which employees feel more comfortable and creative.

## 7 Support Employees In Creative Risk-Taking

Cultivate an office culture that rewards creative risk-taking. One reason why employees are not thinking out of the box or proposing different solutions is due to the fear of making mistakes and not having their ideas supported. As much as possible, make it clear to your employees that your organization values creativity—and understands its importance. This can be communicated clearly by being receptive to new ideas and recognizing risk-takers for the impact they've made.

As well, be open to feedback and suggestions from your employees. Provide an open door policy or offer an anonymous outlet for anyone who wishes to share their thoughts privately.

## 8 Build Trust

It's hard to be happy in a stressful work environment, and even tougher to feel committed to an organization's mission when you don't feel supported. If people don't trust you or your organization, they are unlikely to focus their creative powers on how to drive your success.

By treating employees fairly and acknowledging their perspectives and preferences, you can help them to feel good about working with you and to have more loyalty toward you and to care about innovating for your organisation.

Source: [entrepreneur.com](http://entrepreneur.com) & [risepeople.com](http://risepeople.com)

Temubual oleh Nursyafiqah Mohd Rafee

## SEMBAWANG USAHAWAN bersama

Dr. Syid Ayob Mustafa Al-Qudri  
& Pn Kartika Wati Mohamed

Pengasas

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Eskayvie.com/

pengecanaan terhadap pelbagai penyakit kepada masyarakat amnya.

**Apakah inspirasi di sebalik nama perniagaan anda: Eskayvie?**

Nama Eskayvie adalah hasil gabungan nama kami: Syid dan Kartika serta perkataan Perancis *Vie* yang bermaksud Hidup. Sebagai pengeluar makanan tambahan kesihatan dengan lebih dari 10 tahun di pasaran, Eskayvie telah membantu meningkatkan kualiti hidup di kalangan pelanggan melalui pelbagai rangkaian produk. Eskayvie juga telah melebarkan sayap melalui usaha peningkatan keusahawanan dengan rangkaian master pemasaran dan guru penjualan di Akademi Eskayvie; serta Yayasan Eskayvie yang meminati kerja masyarakat.

**Apakah cabaran yang anda tempuhi sepanjang menjalankan perniagaan anda dan bagaimana anda tangannya?**

Jenama Eskayvie amat dikenali sepuluh tahun lalu. Mana tidaknya iklan jenama kami merata-rata di billboard, televisyen, surat khabar dan majalah Mingguan Wanita. Jenama yang sudah berusia 10 tahun dan mampu bina bisnes berjaya sehingga mencapai RM60 juta tanpa bimbingan. Tetapi langit tak selalunya cerah, kewujudan media sosial menyebabkan jualan Eskayvie pada tahun 2014 jatuh mendadak dengan hanya mencapai RM31 juta. Untuk menyedapkan hati, kami menyalahkan faktor GST. Tetapi yang membuatkan kami semakin risau apabila jualan pada tahun berikutnya turut juga jatuh mendadak. Jualannya hanya RM8 juta dan tahun 2016 RM2 juta.

Tidak tahu di mana silap, kami melakukan pelbagai cara yang kami rasa boleh membantu membina semula bisnes. Paling menyedihkan, sampai suatu

**D**itubuhkan pada 19 Mei 2009 oleh Dr. Syid Ayob Mustafa Al-Qudri dan Pn Kartika Wati Mohamed, Eskayvie adalah pengeluar terkemuka di Malaysia dalam industri produk kesihatan, kecantikan, dan kesihatan. Dengan kepakaran dan karisma pengasasnya serta sokongan padu pasukan yang mengenggam satu matlamat - Kehidupan Lebih Bererti, mereka cuba membantu meningkatkan kualiti hidup para pengguna melalui rangkaian produk Eskayvie. Pengasasnya telah berkongsi pengalaman suka duka, pengetahuan dan pendapat beliau dalam dunia keusahawanan dengan BizPulse.

**Bolehkah anda menceritakan latar belakang penubuhan perniagaan anda?**

Eskayvie ditubuhkan setelah menyedari bahawa faktor penyumbang utama terhadap pelbagai penyakit kronik berasal dari gaya hidup dan tabiat penggunaan makanan di rumah. Dr Syid Ayob Syid Mustafa merupakan seorang doktor perubatan dengan pengalaman lebih dari 20 tahun dalam bidang perubatan moden, perubatan alternatif, dan anti-penuaan, merasa terpanggil dan menjadi tanggungjawab saya untuk berkongsi dan menyebarkan berita berguna dan kesedaran mengenai pentingnya



Sumber daripada Internet



Sumber daripada Internet

tahap, kami tekad untuk tutup bisnes Eskayvie dan ingin mencuba peluang bisnes yang lain. Kami juga menggesa pekerja untuk meletakkan jawatan dan mencari peluang kerja yang lain. Sebelum ini kami mampu berikan bonus empat kali setahun kepada pekerja Eskayvie tapi selama dua tahun zaman kejatuhan bisnes, kami tidak mampu untuk naikan gaji pekerja. Namun, kami sangat bertuah kerana 12 orang pekerja tunggal Eskayvie hingga kini kekal setia bersama kami mengharungi segala cabaran untuk bina bisnes lebih berjaya.

Salah seorang pekerja kami menggesa kami untuk ke program RichWorks. Awalnya kami malu untuk ke kelas. Ego kami masih tinggi walaupun bisnes dah jatuh. Masakan tidak, sudah 10 tahun berbisnes dengan strategi marketing yang gah tapi tiba-tiba masuk ke kelas pemasaran sama seperti orang muda yang baru nak menapak dalam bisnes. Kami turut akui kami tidak mahu menonjolkan diri ketika berada di program RichWorks kerana tidak mahu dipandang rendah. Iyalah, muka kami sudah biasa terpapar di billboard kan.

Namun, kami bersyukur kerana bukan sahaja dapat ilmu marketing baharu, tapi yang amat saya hargai Dr Azizan Osman juga membantu dari segi pembangunan diri yang banyak mengubah kami dalam hubungan dengan pencipta. Syukur alhamdulillah selepas 3 tahun, sales Eskayvie melonjak semula naik dari RM2 juta ke RM45 juta setahun. Beliau percaya dengan bimbingan Dr Azizan Osman iaitu 'Do the best and trust the process'.

#### **Apa strategi yang dilakukan oleh Eskayvie ketika PKP dan usaha yang dilakukan untuk membantu usahawan lain?**

Setelah dapat order dari pelanggan, Customer Service Team Eskayvie terus menelefon pelanggan untuk beri bimbingan dan konsultasi tentang penggunaan produk Eskayvie. Berapa ramai yang berbisnes produk kesihatan yang 'lepaskan' pelanggan mereka begitu sahaja setelah membeli? Usahawan perlu bimbing dan jaga pelanggan mereka kerana mereka mengharapkan produk anda dapat bantu memperbaiki tahap kesihatan mereka. Kami juga fokus dengan pelanggan yang dah sedia ada

kerana menurut apa yang MenThor, Dr Azizan Osman ajar, dalam bisnes, kita harus fokus satu sasaran pelanggan dan tambah nilai hingga mereka beli berkali-kali.

Eskayvie juga menempa sejarah tersendiri dalam sistem perniagaan berasaskan digital apabila melancarkan Eskayvie Nexus bagi memenuhi permintaan pasaran global. Eskayvie Nexus adalah sebuah platform sehenti yang memberi peluang kepada pengguna serta usahawan untuk menceburi bidang jualan dan menjana pendapatan tanpa modal. Ketika ini ramai yang hilang pekerjaan dan ada di antara mereka yang sebelum ini berniaga juga tiada punca pendapatan.

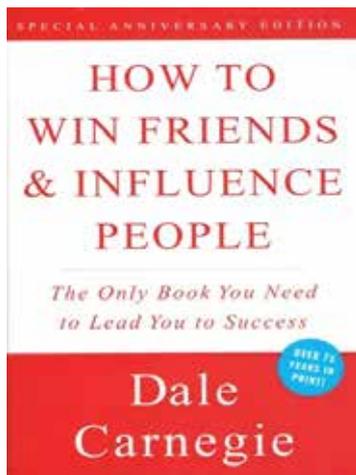
Jadi atas sebab itu, Eskayvie membuka peluang baharu kepada orang ramai untuk bersama-sama menambah pendapatan dengan menceburi bidang jualan dan menjana pendapatan tanpa modal. Beberapa stokis turut diberi penghargaan atas peningkatan jualan.

Portal keusahawanan Akademi Eskayvie ([www.akademieskayvie.com](http://www.akademieskayvie.com)) yang menjadi pelengkap kepada Eskayvie Nexus boleh dicapai secara dalam talian sepanjang masa. Website percuma turut diberikan bagi membantu usahawan Eskayvie Nexus untuk mencapai kejayaan melalui modul latihan 'online' dan 'offline' yang komprehensif. Eskayvie Nexus bakal menentukan hala tuju Eskayvie di masa depan. Eskayvie Nexus dijangka akan memberi impak besar bukan sahaja kepada syarikat tetapi juga kepada rakyat negara ini. Orang ramai disarankan untuk memanfaatkan peluang keemasan ini dengan menyertai Eskayvie Nexus.

Sumber:  
[eskayvie-online-store.myshopify.com](http://eskayvie-online-store.myshopify.com)  
[sinarharian.com.my](http://sinarharian.com.my)  
[bharian.com.my](http://bharian.com.my)



Sumber daripada Internet



**Author** : Dale Carnegie  
**Pages** : 288 pages  
**Publisher** : Gallery Books

## How to Win Friends and Influence People

Since its release in 1936, How to Win Friends and Influence People has sold more than 15 million copies. Dale Carnegie's first book is a timeless bestseller, packed with rock-solid advice that has carried thousands of now famous people up the ladder of success in their business and personal lives. As relevant as ever before, Dale Carnegie's principles endure, and will help you achieve your maximum potential in the complex and competitive modern age. Learn the six ways to make people like you, the twelve ways to win people to your way of thinking, and the nine ways to change people without arousing resentment.

Some of the key point in this book will do to you:

- Get you out of a mental rut, give you new thoughts, new visions, new ambitions.
- Enable you to make friends quickly and easily.
- Increase your popularity.
- Help you to win people to your way of thinking.
- Increase your influence, your prestige, your ability to get things done.
- Enable you to win new clients, new customers.
- Increase your earning power. and many more.

## Dare to Lead

Leadership is not about titles or the corner office. It's about the willingness to step up, put yourself out there, and lean into courage. The world is desperate for braver leaders. It's time for all of us to step up.

To scale daring leadership and build courage in teams and organizations, we have to cultivate a culture in which brave work, tough conversations, and whole hearts are the expectation, and armor is not necessary or rewarded. We have to be vigilant about creating a culture in which people feel safe, seen, heard, and respected.

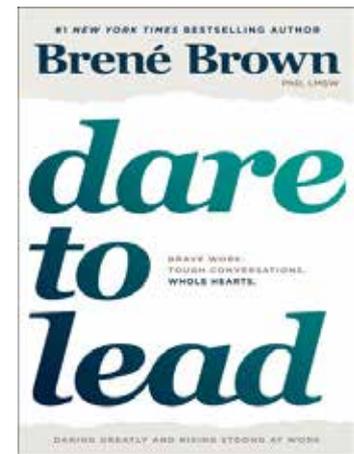
Brené Brown spent the past two decades researching the emotions that give meaning to our lives. Over the past seven years, she found that leaders in organisations ranging from small entrepreneurial start-ups

and family-owned businesses to non-profits, civic organisations and Fortune 50 companies, are asking the same questions:

How do you cultivate braver, more daring leaders? And, how do you embed the value of courage in your culture?

Dare to Lead answers these questions and gives us actionable strategies and real examples from her new research-based, courage-building programme.

The ultimate playbook for developing brave leaders and courageous cultures. Daring leadership is a collection of four skill sets that are 100% teachable. It's learning and practice that requires brave work, tough conversations, and showing up with our whole hearts.



**Author** : Brené Brown  
**Pages** : 332 pages  
**Publisher** : Ebury Digital