



A Monthly Bulletin for Entrepreneurs
bizpulse

Issue 18
 August - September 2017
 Complimentary Copy

PP18996/04/2016(034470)

INSIDE THIS ISSUE

COVER STORY

Surviving and Thriving in the Food & Beverage Industry

..... by Dr Ghaz

Every F&B entrepreneur or aspiring ones ought to know that running a business in Malaysia is no walk in the park. Every now and then food business owners admit that they are struggling to stay afloat. It is no secret that our local F&B market is in a turbulent time. We have witnessed the rise and fall of countless business operations unremittingly, throughout recent years.

Malaysia is known to be a foodie paradise, so it's no surprise that there are so many new food and beverage (F&B) outlets opening up all over the country every other month. That's also probably why many F&B properties tend to spend a great deal of time and money refining food preparation techniques, menu selection, and even restaurant décor in light of the new competitors.

Yet, they often ignore the area that can have the biggest impact on their business – technology. The industry has reported that almost half (50%) of F&B establishments don't survive beyond 5 years of operation – a pretty depressing percentage, given how glamorous opening a new F&B business can sometimes be made out to be. We venture into 5 reasons why this could be happening, and how embracing technology could actually keep those stats down.

■ **Not Using Self-Service Kiosks And Mobile Ordering**

We all know how annoying it is to wave our hands to catch the waiter's attention when dining at a restaurant, especially during peak periods. Mobile ordering does not only benefit the customers, but it also serves to optimise the restaurant's operational efficiency by automating most of their ordering

process. This solution is especially advantageous to businesses that are facing a manpower crunch. All the orders will be sent directly to the kitchen, so staff only need to focus on preparing and serving the food. Besides mobile ordering, self-service kiosks are also a good way for businesses to quicken the ordering process. Customers can key in their orders at the kiosk, collect a receipt, and then exchange it for their food from counter staff.

■ **Not Streamlining Backend Operations**

Regardless of what's on the menu, operational problems always pose as a perennial headache for F&B businesses. And it's not just dealing with a number of suppliers – it can sometimes get confusing when it comes to managing orders and invoices, and sorting out delivery schedules and reports. Instead of manually ordering ingredients from suppliers and keeping track of physical receipts for accounting purposes, restaurants can use a procurement system to place orders and track costs. The system can give procurement managers the ability to place orders from suppliers, as well as discover new ingredients with just a few simple clicks, saving them hours of work each week. Besides simplifying the order process, a good system also gives users the insights they need to succeed in the F&B industry.

■ **Not Bringing In New Payment Methods**

The Government has expressed its intention for all services operators including the food and beverage (F&B) establishments in Malaysia to adopt

PERSPECTIVE:
 Restaurant Industry Page 2-3

PRODUK:
 Pembiayaan Kontrak Bekalan Page 4

POINT-OF-SALE:
 Creating A Sales Campaign Page 5

BUSINESS ALERT Page 6-7

PENGURUSAN SUMBER MANUSIA
 5 Petua Kritikal Untuk Mewujudkan Persekitaran Pekerja Yang Lebih Produktif Page 8 - 9

URUS BESTARI:
 5 Faktor Kegagalan Perniagaan Kecil Page 10

SEMBANG USAHAWAN:
 Azuar Zainuddin Page 11

KNOWLEDGE SPA:
 Restaurant Business Plan: How To Open A Restaurant Startup And Be Profitable Within The First Year Page 12

ENTREPRENEURS' EVENT CALENDAR
 Page 12



continue on page 2

Adviser

Dato' Razman Mohd Noor
Covering Chief Executive Officer
and
COO (Operations &
Group Corporate Management)

Editor-In-Chief

Sheikh Ghazali Abod, Ph.D
Director
Entrepreneur Development Division

Editor

Norhisham Hamzah

Contributors

Raja Shahrman Raja Harun Al Rashid
Khairil Anuar Mohammad Anuar
Wan Zainuddin Wan Muda
Muhammad Zafri Ismail Khan
Rusydan Hamedy Rusli
Hayati Abu Seman

Design & Layout

Haja Sharoni Shah
Rafiq Asyraf

Published By

Small Medium Enterprise
Development Bank
Malaysia Berhad (49572-H)
Menara SME Bank
Jalan Sultan Ismail
50250 Kuala Lumpur
Wilayah Persekutuan
Tel: +603 2615 2020
Fax: +603 2698 1748
Customer Service Centre:
1-800-88-3131
www.smebank.com.my

Project Management

Centre For Entrepreneur
Development And Research
Sdn Bhd (CEDAR) (1042601-M)
Level 6, Menara SME Bank
Jalan Sultan Ismail
50250 Kuala Lumpur
Tel: +603 2615 2063
Fax: +603 2692 5916
www.cedar.my

DISCLAIMER

The views and opinions expressed throughout this newsletter are those of the authors and do not necessarily reflect the official position and views of the SME Bank.

Copyright © Small Medium Enterprise Development Bank Malaysia Berhad. All rights reserved. This publication is not to be reproduced in part or whole without the express permission of the copyright holders. Materials on this publication are protected by copyrights law. Unauthorised reproduction or distribution of copyright materials, or any portion of it, may result in severe civil and criminal penalties and will be prosecuted to the maximum extent possible under the law.



For Business • For Growth • For Life

SME Bank Group of Companies

**PERSPECTIVE**

by Raja Shahrman Raja Harun Al Rashid

OVERVIEW

Nowadays, dining out is becoming more popular among the Malaysians especially for those who are staying in the urban areas whereby the people are busy and hectic with their daily life activities such as working, studying and businesses. There are several reasons for the customers to choose to dine-out of their home such as the price of the food, salary and household income as well as individual and household characteristics. The convenience factor like saving their precious time, choosing the healthy food, getting pleasure and joining the social attraction are among the reasons for people to choose to dine out. The changes of lifestyle have also led to an increase in the demand for convenient food and health food. Increasing workforce participation as well as a population of time-pressed, urban consumers eagerly seeking convenient meal options, have also supported growth in the country's food service market, valued at just under RM44.0 billion in 2016.

Today, Malaysia has a sizeable and rapidly growing food service market. There are four main categories under the Malaysian food dining which are the restaurants and restaurants cum night clubs, cafeterias or canteens, fast food restaurants and food stalls. The number of establishments of food and dining services

are 118,277 with the value of gross output and value added amounted to RM42.6m and RM19.2m, respectively. (Source: Department of Statistics)

RESTAURANT: ISSUES/CHALLENGES**■ Cost Containment & Labor**

Cost containment becomes increasingly important as the industry evolves. Keeping cost of operating a restaurant down is difficult considering the high rental cost, food cost is continually rising and ingredients for popular or specialty food do not come cheap. Labor cost also represents a significant expense to all restaurant operators, second only to food and beverage costs.

■ Competition & Brand Differentiation

As a result of easing in barriers to entry, expanding brands such as Kyo Chon enter new markets and attack established operators for market share such as Old Town food chain. Branding starts with creative menu options, the quality of the product served, the manner in which it is served, the vibe created and an ability to connect with customers or guests, all delivered on a consistent basis. The majority of winners will emerge from brand differentiation.

continue from page 1

digital services by 2020. The business operators are encouraged to make all essential payment modes available on a single terminal which can accept all major credit and debit cards. With the large marketing push by Apple Pay, SamsungPay and many others, F&B operators and consumers have all accepted cashless payments one way or another. In line with this cashless initiative in the F&B sector, Visa PayWave literally lets consumers skip the queue at cafes, restaurants and eateries. In some F&B outlets, customers can simply order and pay via the app, and they will then receive an alert when the food is ready for pick-up. In other words, the app helps to streamline the ordering and payment process at outlets and this makes it more convenient for consumers – especially for those ordering take-away.

■ Not Engaging In Social Media

Never underestimate the power of social media. With more than 200 million posts tagged #food and 25 million with #drinks, food and beverage photos are easily some of the most popular types of content on Instagram. In a digitally connected society like today, many customers often take to social media to leave their reviews and food experiences – be it positive or negative. According to the Ernst & Young's recent survey, nearly 30% of Malaysians read online reviews when searching for a dining place and even a single negative review can sway their decisions! With so many people influenced by reviews and online comments, having a strategy for social media is all the more important for the establishment. F&B establishments should look to social media to create

■ Evolving Consumer Preferences

Preferences continue to evolve with a changing society impacted by changing demographics, lifestyle choices, spending patterns and more. Type of dining preferences and their key features include Fast Casual, that is, mobile ordering & mobile payment; Casual, namely locally owned, small – mid-sized multi-unit operators; and Fine Dining – top Chef creates menus.

■ Halal Certification

Malaysian consumers have started to be more concerned about where their food comes from and what it contains, they are also brand conscious as well as demand convenience and variety. Halal food is rising in importance not just among Muslims, but also among other religions as it is considered healthier & 'cleaner'.

RESTAURANT: KEY SUCCESS FACTORS

■ Proper Segregation of Duties

A well-managed restaurant needs well segregated duties between managers and cooking professionals, that is, the Chef. The restaurant manager needs to have a good business plan and understanding of the strategic nature of this industry so that they can effectively allocate resources and effectively order inventories. Manager must also be able to recognize and forecast his restaurant's needs for funds as well as able to focus on customer service. Given that management team will focus on managing the business operations, the kitchen professionals shall focus on producing excellent food and coming out with innovative menus to stay attractive.

■ Market Positioning

To outplay others, restaurant should also be focusing on specific niche market. Specialty food sales such as healthy and vegetarian foods, in the US, for example,

are on a roll and have increased by 19.7% between 2013 and 2015, which has surpassed growth in the general food sales sector of 4%. Given there is a growing demand for specialty food, restaurant may choose to focus on offering specific type of food such as healthy food, vegetarian or country specific meals such as Japanese, Korean and Thai foods.

■ Effective Cost Control

Cost controls are important in this low-margin industry. Restaurant operators should have a systematic approach to manage their inventories and effectively to reduce expired inventories wastage. Given the issue of high staff turnover faced by this industry, adopting kitchen and customer related technology i.e. direct ordering from tablet on table straight through to the kitchen, may minimize the need for waiter headcounts. However, cost saving on labor should not be carried out at the expense of losing food expertise such as Chef as this is a pre-requisite to have excellent food offerings.

■ Technology Advancement

With current urban hectic lifestyle, online food ordering is increasingly well demanded. Hence, to be able to remain relevant in this fast changing environment, restaurant operators should make use of the technology advancement by

offering food via online ordering system. Additionally, food delivery services are needed to complement the online ordering mechanism. Tie-up with online ordering and delivery services such as Foodpanda.my shall assist the restaurant to reach out to more consumers in different locations.

TREND OF CONSUMERISM IN MALAYSIA'S FOOD AND DINING

The latest trend of consumerism shows the increasing rate of demand among the Malaysians in dining out in the restaurants compared to having meals in their homes. The trend is changing over the years in line with the change in economic condition and increasing trend of disposable income. Consumerism in the Malaysian food and dining activity also means that consumers are looking at food as a lifestyle products and a mark of personal distinction. The practice of eating-out has become a trend among urban workers, students and even families because of work hectic. With a population consisting of 60 percent Muslims, the demand for Halal foods by Malaysian consumers has increased over the years.

Raja Shahrizan Raja Harun Al Rashid is the Director of Group Compliance and Risk Management, SME Bank. He can be reached at shahrizan@smebank.com.my.



an uplift for their brand to increase awareness, followers, and fans. That said, F&B owners should never neglect their own social media presence as well. Social media is no longer just "social chatter", but a legit marketing tool to endear more consumers to yourself.

■ Not Branching Out

Apart from not embracing technology, another factor which can potentially contribute to failure or limited sustainability of new and existing F&B businesses is attributed to not branching out. Recently, the industry addressed the urgent need for homegrown F&B enterprises to look beyond the local market and continue to persist innovating and transforming

their business models in order to keep up with new benchmarking (international) standards, and to secure a future foothold in the global food industry. Malaysia's F&B industry is currently at a prime spot to infiltrate international markets, crossing new frontiers to reach new internationalisation success.

Riding The Wave Of Disruption

Sure, technology may seem daunting at first. But as F&B owners, it's important to understand how it can be used as a tool to propel a business forward. The right software systems can, quite literally,

transform business operations – helping to cut costs, streamline efficiency, increase revenue, and enhance customer experience and service. On the other hand, outdated and underperforming solutions create inefficiencies and only end up placing extra stress on staff. Hence, F&B establishments should work on keeping up with the digital times instead of stubbornly sticking to conventional operations. Ultimately, gaining a competitive advantage will help set a business apart from the very saturated F&B industry and pave the way into the global market. As the saying goes, "disrupt yourself or end up being disrupted".

Dr Sheikh Ghazali Abod is the Director of Entrepreneur Development Division, SME Bank. He can be reached at sheikh.ghazali@smebank.com.my.

Pembiayaan Kontrak Bekalan

..... by Muhammad Zafri Ismail Khan



Objektif utama dasar perolehan Kerajaan Malaysia adalah untuk menyokong program-program kerajaan dengan memperoleh hasil nilai tambah melalui perolehan kerja, bekalan dan perkhidmatan. Faedah atau nilai dari perolehan sentiasa sejajar untuk memberikan sokongan ke arah pencapaian status negara maju dan untuk:

- Merangsang pertumbuhan industri tempatan melalui penggunaan maksimum bahan dan sumber tempatan;
- Menggalakkan dan menyokong perkembangan usahawan Bumiputera sejajar dengan aspirasi negara untuk mewujudkan Komuniti Perdagangan dan Perindustrian Bumiputera;
- Meningkatkan keupayaan institusi dan industri tempatan melalui pemindahan teknologi dan kepakaran;
- Merangsang dan mempromosikan industri tempatan yang berorientasikan perkhidmatan seperti pengangkutan dan insurans; Dan
- Mempercepatkan pertumbuhan ekonomi di mana perolehan Kerajaan digunakan sebagai alat untuk mencapai objektif sosio-ekonomi dan pembangunan.

Pada tahun 2009, Kerajaan Malaysia telah memulakan Program Inisiatif Kewangan Swasta (PFI) yang bertujuan untuk memudahkan penyertaan sektor swasta untuk meningkatkan penyampaian kemudahan infrastruktur dan perkhidmatan awam. Inisiatif ini menetapkan banyak prinsip utama mengenai bagaimana beberapa projek infrastruktur sektor awam akan diperolehi dan dilaksanakan. PFI dilaksanakan sebagai sebahagian daripada kaedah pemerolehan baru di

bawah Perkongsian Awam Swasta (PPP) untuk meningkatkan lagi penyertaan sektor swasta dalam pembangunan ekonomi. PPP melibatkan pemindahan sektor swasta kepada tanggungjawab pembiayaan dan pengurusan pakej pelaburan modal dan perkhidmatan. Ini termasuk pembinaan, pengurusan, penyelenggaraan, pengubahsuaian dan penggantian aset sektor awam seperti bangunan, infrastruktur, peralatan dan kemudahan lain.

Salah satu skop di bawah PPP adalah kontrak bekalan yang merangkumi bekalan barangan mentah, perantaraan atau siap untuk sebarang aktiviti pengguna/awam. Juga termasuk bahan binaan, produk makanan, pakaian seragam, kenderaan, peralatan, alat ganti, dan perabot.

SME Bank menyokong dasar dan program perolehan Kerajaan Malaysia dengan menawarkan Skim Pembiayaan Kontrak Bekalan (i-Splash) untuk kontraktor kecil dan sederhana.

SKIM PEMBIAYAAN KONTRAK BEKALAN (I-SPLASH)

Fasiliti

i-SPLASH adalah skim pembiayaan kontrak khas untuk membiayai kontrak bekalan langsung jangka pendek (tanpa proses nilai tambah yang terlibat). Ia adalah pakej pembiayaan yang mampu milik dan lengkap yang tidak memerlukan cagaran. Ia menawarkan pembiayaan modal kerja dan jaminan bank untuk menyokong kontraktor

bagi melaksanakan projek dalam tempoh kontrak yang ditetapkan.

Manfaat

- Gabungan pembiayaan modal kerja dan jaminan bank
- Tiada cagaran
- Kelulusan cepat
- Tiada yuran pemprosesan, hanya yuran fasiliti 0.10%
- Jumlah pembiayaan dari RM50,000 hingga RM1.0 juta (termasuk Jaminan Bank Kafalah)
- Kadar Keuntungan Kompetitif serendah 1.00% hingga 1.50% sebulan untuk pembiayaan modal kerja dan caj perkhidmatan sebanyak 0.125% sebulan atau minimum RM100.00 untuk jaminan bank
- Membiayai kontrak bekalan langsung yang diberikan oleh Kerajaan Persekutuan, Kerajaan Negeri, Agensi Kerajaan, Syarikat Pautan Kerajaan (GLC) dan anak syarikatnya.

Kelayakan

- Pemohon mestilah Pengusaha Kecil & Sederhana dengan rekod kredit yang baik.
- Memperolehi kontrak bekalan langsung produk siap termasuk barangan dan peralatan seperti makanan, pakaian, kenderaan, jentera & peralatan (termasuk pemasangan, pentauliahan, ujian dan latihan) dan peralatan pejabat.
- Pemberi kontrak mestilah Kerajaan Persekutuan, Kerajaan Negeri, agensi Kerajaan, GLC dan anak syarikatnya.
- Tempoh kontrak adalah jangka pendek, iaitu tidak melebihi 12 bulan.

Muhammad Zafri Ismail Khan merupakan Ketua, Pembiayaan Kontrak, SME Bank. Beliau boleh dihubungi di muhammad.zafri@smebank.com.my



Creating a Sales Campaign

by CEDAR Research Team

Sales campaigns are a great way to make a push for more sales in a short time. A sales campaign is a planned sales strategy that uses one or more channels to reach leads and convert them into customers. Most sales campaigns run for a limited time only, which is part of their appeal – by putting a time limit on the campaign, both sales people and prospects are motivated to move quickly on sales.

PLAN AHEAD

An effective sales campaign requires some planning and forethought. The first step is to decide on your campaign goals. Then you must set your campaign parameters – how much you'll spend on materials, which sales channels you'll use, the nature of any special offers you'll have during the course of the campaign, how long it will run, and possibly extra goals and bonuses for the sales team.

When you set your goals, be specific. It often helps to set the main goal and a stretch goal – for example, the main goal might be to sell 5,000 units of your new product, and a stretch goal might be to sell 8,000 units. Your goals will help determine the rest of the campaign's form because once you know your target, you'll roughly know how long it should take to reach those goals (and thus how long the campaign will run) as well as how much money it makes sense to spend on your campaign. If your goal of 5,000 units sold will net you about RM50,000 in profits, it makes sense to spend RM2,000 organizing your campaign – but it doesn't make sense to spend RM40,000 since that would pretty well wipe out your profits even if you achieve your goal.

MAKE EDUCATED OFFERS

Your expected profits will also determine the nature of the special offer if any, that you give to prospective customers. Any campaign will do better if you can offer a deal since any “limited time offer”

adds a sense of urgency that motivates prospects to buy quickly. It also appeals to the natural desire to get something for nothing – or at least, something for much less than it's worth.

But you'll need to choose a special offer that won't dig too deeply into your profits. The exception to this rule is the “loss leader” campaign. This type of sales campaign is designed not to make money but to entice prospects into becoming customers, even if the company doesn't profit immediately. A loss leader campaign works well if you have other products you can sell to existing customers that WILL make you a great deal of money. One classic example is the current account. Banks will give redemption points or gifts to customers when they open a current account because they know that customer is likely to also open other accounts, such as savings and investment products, and those accounts are where the banks make their money.

MOTIVATION IS KEY

Once you've decided on the terms of the campaign, you'll need to think about how you can motivate your sales team to make the campaign succeed. Without cooperation from the salespeople in the trenches, even the best-planned campaign will fail. So most sales campaigns are best accompanied by some extra compensation for the sales team. The easiest and possibly most motivating tool is, of course, cash. For example, if your campaign is intended to promote your new product, you might offer the sales team double their normal commission for that product only.

Or you might set up a contest, where the salesperson who sells the most units of the new product gets a big bonus. If funding is running a bit short, you can also try some non-monetary rewards. If you're not sure what to offer the sales team, go to the source – ask your salespeople what kinds of rewards (other than cash) they'd like to get.

BUSINESS ALERT

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

OIL, GAS AND ENERGY



RECENT DEVELOPMENT

- Petronas and its partners have decided not to proceed with the proposed USD27 billion Pacific Northwest LNG project at Prot Edward in British Columbia, Canada. The company is attributing the decision to changing global gas market conditions, including falling prices in the energy industry. The majority of Pacific North West LNG is owned by Petronas, while Sinopec, Japan Petroleum Export (JAPEX), Indian Oil and Petroleum, Brunei are minority shareholders in the project.
- **International Energy Agency (EIA):** Global energy investment fell by -12% YoY to USD1.7 trillion in 2016, the second consecutive year of decline, as increased spending on energy efficiency and electricity networks was more than offset by a continued drop in upstream oil and gas spending.
 - » For the first time, spending on the electricity sector around the world

exceeded the combined spending on oil, gas and coal supply. Oil & Gas (O&G) investments plunged by -26% to USD650 billion while global electricity investment slipped by just under 1% to USD718 billion.

- » China remained the largest destination of energy investment with 21% of the global total. With a 25% decline in commissioning of new coal-fired power plants, energy investment in China is increasingly driven by low-carbon electricity supply and networks, and energy efficiency.

55/barrel is no longer sustainable. Analysts are nudging forecast oil price downwards to USD47- 52/barrel in the 3Q2017.

- **HongLeong Research:** Average Brent crude price weakened quarter-to-quarter to average of USD49.6/barrel in 2Q2017 (1Q2017: USD53.6/barrel) due to ramp in US oil production. In 2H2017, oil prices are expected to be seasonally stronger on historical demand trend with significant inventory drawdown expected in 3Q2017. Brent crude oil is forecasted to range between USD50–USD60/barrel in 2017. Beyond 2017, the industry might not see oil prices reaching USD100/barrel within the next 5 years mainly due to US shale technology improvement allowing shale oil economics to be viable even at USD50/ barrel level.

OUTLOOK: NEUTRAL

- **Kenanga Research:** Despite OPEC's initiatives, rising production from the US has kept oil prices relatively low. As such, despite robust demand and relatively high compliance by OPEC participants, analysts believe that earlier price range of USD50-

WHOLESALE AND RETAIL



RECENT DEVELOPMENT

- **DOS:** Malaysia's manufacturing sales grew strongly by 19.5% in May 2017 to RM61.9 billion as compared to RM51.8 billion in the same month of 2016, due to increases recorded in its three major sub-sectors.
 - » Year-on-year, the significant increase in sales value were recorded in electrical and electronics products (24%), petroleum, chemicals, rubber and plastics products (20.5%) and non-metallic mineral products, basic metal and fabricated metal (13.3%).
 - » Total manufacturing employees engaged in the manufacturing sector in May was 1,051,923 persons, an increase of 2.7% compared to 1,024,759 persons in the preceding year.
- Touch 'n Go Sdn Bhd (TNG) tie-up with Alibaba's Ant Financial Services Group to build an e-wallet platform for payments and other related financial services in Malaysia.
 - » The key thing is to enable e-wallet users to use it conveniently in many places

to perform basic and daily financial transactions.

- » By adopting Alipay-enabled technology, Touch 'n Go's 10 million active card users could have access to more services on their smartphones, including e-commerce.
- » Meanwhile, Alipay users currently use e-wallet services on mobile phones to hail taxis, book hotels, buy movie

shopping outlets on the outskirts of cities. This helps to attract both domestic and international retailers, who are keen on capitalizing the forecast rise in household spending in the retail sectors.

- » Analysts anticipate total household spending to expand at an annual growth rate of 7.5% between 2017 and 2021 and reach a total figure of RM1 trillion (up from RM774 billion in 2017).
- » Analysts forecast spending on education; restaurants and hotels; and recreation and culture to outperform over this period.

OUTLOOK: NEUTRAL

- **Business Monitor International (BMI):** Consumer spending in Malaysia is set to increase driven by rising disposable incomes. Consumer spending in Malaysia will benefit from a youthful and increasingly urbanized population; rising household incomes and low levels of unemployment.
 - » The country is also experiencing a shift in retail formats with the government supporting development of 'big-box boulevards' - concentrated centers of



HEALTHCARE



RECENT DEVELOPMENT

- Malaysian Investment Development Authority (MIDA): The first half of 2017 saw a lower number of projects approved in medical device sector, but the total value has surpassed that of the year-ago period. The authority has approved 16 projects in the medical device sector worth RM1.95 billion in 1H2017 compared with 23 projects approved worth RM1.59 billion in 1H2016.
 - » For the full year, MIDA conservatively estimates that the number of approved projects in the sector will be similar to last year. In 2016, a total of 41 projects amounting to RM2.9 billion investments

were approved in the medical devices sector.

- » Malaysia continues to evolve as a hub for medical device manufacturing with over 200 medical device manufacturing companies with implemented investments of RM14.2 billion.

environment. Government orders are also unlikely to recover in the near term, resulting in continual weak earnings for Pharmaniaga Sdn Bhd.

- » Although analysts expect stronger patient volumes in 2H2017, local industry players' earnings such as KPJ and IHH Healthcare Bhd will continue to be weighed down by start-up costs for their new hospitals. However, the sector's long-term earnings prospects remain intact in terms of anticipated demand growth for private healthcare from the world's ageing population and growing affluence in the emerging markets.

OUTLOOK: NEUTRAL

- **CIMB Research:** Moving into 2H2017, there are still no immediate potential catalysts in sight for the healthcare sector.
 - » Pharmaceutical companies are still being negatively affected by lower demand for drugs amid a prolonged weak economic

TOURISM



RECENT DEVELOPMENT

- The newly revised Tourism Tax Act 2017 will be mandatory for all accommodation premises, be it registered or unregistered with the Tourism and Culture Ministry (Motac). The tourism tax will be enforced from September 1, 2017.
 - » However, Malaysians are exempted from tourism tax at all hotels in the country while foreign tourists would be taxed a flat rate of RM10 per room per night when the policy is implemented.
 - » The tax will not apply to homestays and kampung stays registered with the ministry, premises maintained by religious institutions for non-commercial purposes, premises operated by federal and state governments for non-commercial purposes, and premises with four or fewer than four rooms.
- Berjaya Hotels & Resorts Sdn Bhd (BHR) is preparing to launch a new chain of niche hotels known as The Living Room (TLR). TLR is slated to open by end of the year 2018.

TLR's concept is different from conventional hotels that place an emphasis on in-house restaurants, tiered-room types, and wide open spaces to project luxury. TLR will offer about 200 rooms with identical layouts. Each room will be able to accommodate four guests, thanks to a sofa that can be transformed into a double-decker bed. Guests would also have the flexibility of checking in and out at any time of the day or night.



OUTLOOK: POSITIVE

- **Business Monitor International (BMI):** Malaysia hotel market is relatively under developed outside the capital compared to established tourism market such as Thailand. Healthy growth in arrivals is not yet having a positive effect on investor interest in hotel investment. Number of hotels in Malaysia is expected to shrink slightly from 4,750 in 2017 to 4,380 in 2021. Despite a number of international hotel

groups such as Best Western and Hilton with new hotels in progress, some of the closure will therefore be a result of ageing smaller hotels being shut down to make way for new, higher-quality properties.

- **Malaysia Airports Berhad (MAB):** Passenger traffic at Malaysia airports amounted to 23.7 million passengers, registering a growth of +13.3% YoY in the 2Q2017. It marked the third consecutive quarter (4Q2016-2Q2017) where passenger traffic rose by double-digit percentage growth after enduring 10 quarters of flattish growth.
 - » Growth was driven by international traffic which expanded by +20% YoY outpacing domestic traffic growth of +7.3% YoY. The growth was mainly due to 1) increased flight capacity by low cost carriers and introduction of new destinations by Malaysian and foreign carriers; 2) relaxation of Visa requirement for Chinese tourists; and 3) weak ringgit advantage.

COMMUNICATIONS CONTENT AND INFRASTRUCTURE



RECENT DEVELOPMENT

- **GfK:** Malaysian consumers bought around RM6.8 billion worth of smartphones in 2016. The significant sale increase from RM5.4 billion in 2015, with the biggest spike contributed by mid-range model smartphones priced between RM900 and RM1,050.
 - » Malaysian consumers are increasingly using their smartphones for activities such as mobile shopping, social network access internet surfing due to the expansion in mobile connectivity throughout the country.
 - » Shopping apps are also gaining popularity, paving the path for mobile payments. Consumers are also contributing to the growth of mobile commerce (m-commerce) in Malaysia, making payments through mobile devices for retail items, airline tickets and services such as Grab and Uber.
- The contributions of Malaysia's digital economy to the GDP are expected to exceed

the 20% target by 2020 from the current 17%, especially with the Digital Free Trade Zone (DTFZ) launched in March 2017 and recently, the Malaysia Digital Hub.

- » Malaysia could also leverage on the Regional Comprehensive Economic Partnership and the DFTZ, where the small and medium enterprises could benefit from partnerships with big players such as Alibaba.
- » The global digital economy has been growing at an impressive rate of 10% a year, more than triple the rate of overall global economic growth.



OUTLOOK: POSITIVE

- **RAM Ratings:** The Malaysian mobile industry is projected to experience a mild contraction in revenue growth in 2017, amid aggressive competition and a maturing growth environment. Nevertheless, data consumption would continue to register strong growth supported by a low average price per GB of data as well as rising smartphone penetration. Major Telcos also had reported data consumption per month per user doubled in 2016.
- GfK expects global smartphone volume to grow 5% to reach 1.48 billion in 2017 driven by rising penetration in emerging Asia (9%) and China (4%) as 4G networks expand to the smaller cities and rural areas. Despite the saturation in some markets, GfK anticipates overall demand to continue rising in 2018 as innovation from smartphone vendors keeps replacement cycles from lengthening.

BUSINESS SERVICES



RECENT DEVELOPMENT

- **International Data Corporation (IDC):** Malaysia's Business process outsourcing market is expected to grow at a compounded annual rate (CAGR) of 7.9% and reach USD1.4 billion by end-2021. The growth of the BPO market was mainly related to the increase in demand for customer care and high-end analytics solution by Malaysian enterprises.
 - » The human resources, and finance and accounting sectors made up three-fourths of the total BPO market in 2016, followed by the customer care sector at 14% and procurement sector, the smallest, at 9%.

- » Enterprises in Malaysia are urged to increase their efficiency by improving overall customer experience, integrate better applications and upgrade their flexibility and innovation in business processes.



OUTLOOK: NEUTRAL

- **Maybank Research:** Job awards momentum in the construction sector is expected to pick up again in second half of 2017 and into 2018.

- » The 2H2017 should see infrastructure job awards picking up, with the major packages of KVLRT 3 (RM9 billion) expected to start and the KL-SG High Speed Rail civil works tender to kick off in 2018.
- » However, construction progress at the Pan Borneo Sarawak Highway has been slow due to finalization of contract details, expected in 3Q2017 to 4Q2017/1Q2018.

Tidak kira apa jua jenis bisnes, antara faktor yang menentukan kejayaan sesebuah syarikat adalah pekerjaanya yang tekun, produktif dan boleh dipercayai. Produktiviti syarikat akan terjamin sekiranya tenaga kerja memberi tumpuan penuh kepada tugas mereka.

Pembangunan kakitangan akan membangkitkan semangat dan kemahuan para pekerja untuk bekerja bersungguh-sungguh. Pekerja yang tidak mempunyai semangat ini tidak akan merasa sayang atau komited terhadap pekerjaan dan organisasi mereka.

Berikut adalah 5 petua kritikal untuk mewujudkan persekitaran pekerja yang lebih produktif dan membuat mereka berasa teruja dengan pekerjaan mereka dan mampu mendorong mereka untuk menyumbang kepada kejayaan keseluruhan syarikat.

1 Memahami Pekerja

Setiap individu (pekerja anda) merupakan orang berbeza. Syarikat perlu meluangkan masa untuk mengenali para pekerja mereka dengan lebih dekat dan mengambil berat tentang nilai-nilai mereka, kepentingan mereka, keupayaan mereka, serta apakah cabaran dan aspirasi

mereka. Dengan mengambil berat dalam kepentingan mereka dan peristiwa besar dalam kehidupan peribadi mereka, ia akan memberi impak yang sangat positif dan ia berhubung kait dengan bagaimana mereka pula akan mengambil berat tentang syarikat itu. Anda boleh menemui kemahiran dan kebolehan yang belum diterokai. Mereka juga akan berasa selesa untuk meluahkan sebarang masalah dan kebimbangan yang mereka alami. Para pekerja akan berasa lebih difahami dan dihargai, yang menjadikan mereka ingin menjadi pekerja yang lebih produktif di pejabat.

2 Membangunkan Pekerja

Syarikat perlu menawarkan seberapa banyak peluang yang ada di tempat kerja untuk para pekerja meningkatkan kemahiran diri mereka. Terdapat banyak cara yang anda boleh ambil untuk memanfaatkan potensi para pekerja iaitu melalui latihan, bengkel kursus,

5 Petua Kritikal untuk Mewujudkan Persekitaran Pekerja yang Lebih Produktif

oleh Wan Zainuddin Wan Muda





dan mentoring. Tujuan utama diadakan latihan adalah untuk memastikan bahawa organisasi dapat mencapai pulangan yang memuaskan daripada pelaburan yang dibuat terhadap pekerja anda. Tujuan utama latihan adalah mencapai sebarang perubahan dalam pengetahuan, kemahiran yang mana melonjakkan keupayaan seseorang pekerja itu. Di luar pertumbuhan profesional, syarikat juga boleh menawarkan peluang untuk belajar hobi baru, mempelajari kemahiran yang menarik, dan memberi mereka masa untuk memberi tumpuan kepada projek yang mereka minati. Galakkan mereka untuk mempelbagaikan dan menyeimbangkan kehidupan peribadi dan profesional mereka.

3 Sentiasa Berkomunikasi dengan Pekerja

Syarikat perlu menjelaskan tentang jangkaan yang mereka harapkan terhadap pekerja. Pastikan para pekerja diberitahu mengenai keseluruhan operasi perniagaan dan sedia maklum tentang selok belok syarikat. Syarikat perlu memastikan mereka bertindak seiring dengan jangkaan yang diberikan pada pekerja. Sekiranya syarikat mengharap kejuruhan dan keterbukaan daripada para pekerja, syarikat perlulah bertindak sedemikian terlebih dahulu. Pekerja akan menjadi fokus apabila matlamat pencapaian bisnes berpadanan dengan matlamat pencapaian diri. Pekerja harus dibekalkan dengan garis panduan dan semua maklumat tentang pekerjaan yang dijalankannya. Pekerja juga perlu memahami dengan baik semua rutin dan proses-proses kerja supaya pekerja jelas bagaimana usaha dan ketekunan mereka mempengaruhi pencapaian matlamat dan prioriti bisnes firma.

4 Beri Galakan kepada Pekerja

Pihak syarikat perlu berkomunikasi dengan visi yang jelas tentang ke mana hala tuju syarikat sebagai satu pasukan, dan berbincang tentang bagaimana untuk merealisasikannya. Syarikat perlu menetapkan visi keseluruhan syarikat, tetapi para pekerja perlu diberi kuasa yang sewajarnya untuk menyumbang kepada pencapaian matlamat sesebuah syarikat. Semangat kerjasama dan penyertaan dari semua pihak amat diperlukan. Syarikat perlu memberi ruang kepada para pekerja dengan menawarkan peluang untuk menyelesaikan masalah bersama. Selain dari itu, syarikat perlu memberi galakan kepada para pekerja untuk mengambil risiko, dan menerima bahawa kegagalan adalah hasil sampingan daripada pemikiran inovatif. Berikan ruang untuk pekerja berfikir dan memberi sumbangan kepada syarikat dan biar mereka menyerlah untuk mengeluarkan potensi yang ada dalam diri mereka.

5 Menghargai pekerja

Setiap individu yang bekerja di sesebuah syarikat mesti akan suka apabila kerja yang mereka lakukan itu dihargai oleh ketua ataupun rakan sekerja yang lain. Untuk memastikan penglibatan yang baik buat para pekerja, perkara yang paling baik yang boleh dilakukan oleh syarikat adalah dengan menghargai kerja mereka. Apabila kerja yang dilakukan mendapat satu penghargaan, ia akan membuat seseorang pekerja itu akan lebih semangat dalam melakukan kerja dan

dapat mewujudkan suasana yang lebih harmoni. Kepercayaan adalah antara salah satu faktor yang memainkan peranan yang amat penting dalam memastikan sesuatu tempat kerja itu menjadi satu tempat yang hebat untuk bekerja. Kepercayaan yang diletakkan kepada barisan pekerja adalah sangat penting kerana mereka merupakan orang yang bertanggungjawab dalam menjana dan mengerakkan syarikat untuk lebih ke hadapan.

Kejayaan sesebuah perniagaan banyak bergantung pada produktiviti pekerja. Tidak ada syarikat yang berjaya jika tidak ada bantuan, komitmen dan kesungguhan para pekerja. Walau sehebat manapun prosedur atau sistem yang kita rangka bagi menjalankan sesebuah perniagaan, selagi kita masih menggunakan tenaga kerja manusia, semua sistem atau strategi yang ada bergantung pada sikap manusia itu sendiri. Pihak pengurusan hendaklah menghormati semua pekerja dalam organisasi tanpa mengira kedudukan mereka. Idea, pandangan dan usaha sukarela pekerja diakui dan dihargai. Masa lapang dan masa cuti pekerja dan komitmen terhadap keluarga dihormati. Dengan keprihatinan seperti ini, pekerja akan sanggup melakukan kerja lebih daripada apa yang dipertanggungjawabkan kepada mereka dengan disertakan bersama nilai tambah masing-masing untuk kebaikan firma.



5 Faktor Kegagalan Perniagaan Kecil

..... oleh Bahagian Penyelidikan CEDAR

PKS menghadapi banyak cabaran dalam persekitaran global semasa. Antara faktor kegagalan perniagaan kecil adalah kekurangan akses kepada pembiayaan, batasan sumber manusia, sedikit atau tiada keupayaan untuk mengguna-pakai teknologi, kekurangan kesedaran penting mengenai pasaran dan pelanggan berpotensi, dan persaingan global. Di samping itu, banyak perniagaan kecil terpaksa menutup perniagaan lantaran tidak meningkatkan daya saing mereka dalam dunia globalisasi yang pesat berubah. Berikut adalah faktor kegagalan umum perniagaan kecil:

1 KEGAGALAN KEPIMPINAN:

Banyak perniagaan gagal kerana pengurusan yang lemah. Kepimpinan yang lemah akan menimbulkan keruntuhan dan mempengaruhi setiap aspek operasi organisasi, dari pengurusan kewangan kepada semangat pekerja, dan apabila produktiviti dikekang, akhirnya kegagalan menjadi semakin ketara. Oleh itu, peningkatan kemahiran kepimpinan dan pengetahuan industri adalah penting kepada kejayaan jangka panjang dalam mana-mana perniagaan. Kepimpinan yang kuat menjadi faktor paling penting bagi mana-mana organisasi yang berusaha mencapai matlamat dan objektifnya.

2 KURANGNYA PERANCANGAN STRATEGIK:

Perancangan strategik adalah proses yang memberikan hala tuju untuk penambahbaikan aktiviti perniagaan organisasi. Ia membantu merumuskan strategi perniagaan dan apabila dilaksanakan akan meningkatkan

prestasi perniagaan dalam organisasi. Perancangan strategik adalah sangat penting untuk kejayaan sesebuah organisasi. Kajian juga menunjukkan bahawa kadar kegagalan yang tinggi di kalangan firma kecil, terutamanya di kalangan startup, boleh dikaitkan dengan kekurangan perancangan strategik perniagaan.

3 GAGAL MEMASARKAN SECARA ONLINE SECARA BERKESAN:

Dalam zaman di mana "Google" adalah kata kerja, jika perniagaan kecil tidak memasarkan dalam talian, mereka tidak akan menjual sebanyak mungkin. Kajian telah menunjukkan bahawa 80 peratus pengguna. Pengoptimuman Enjin Carian (SEO), pemasaran media sosial, dan jualan silang antara semua saluran komunikasi semuanya sangat penting untuk meningkatkan keterlihatan dalam talian. Banyak syarikat kini memasukkan kod QR dan ikon media sosial ke dalam iklan cetakan mereka kerana semakin ramai orang akan melihat perniagaan mereka dalam talian.

4 GAGAL MENDENGAR APA PELANGGAN MAHU:

Perniagaan akan gagal jika ia mengabaikan di dalam berhubung dengan pelanggannya dan memahami apa yang mereka perlukan dan maklum balas yang mereka tawarkan. Pelanggan mungkin suka produk atau perkhidmatan tetapi mereka akan menyukainya jika anda menukar beberapa ciri atau mengubah proses itu. 78 peratus pengguna akan mendengar input pengguna lain dalam talian lebih daripada apa-apa sumber lain. Sama ada usaha pemasaran utama atau

perniagaan dalam talian atau luar talian, adalah sangat penting untuk menyediakan pelanggan dengan cara yang mudah dan segera untuk berinteraksi dengan perniagaan dalam talian. Mereka boleh memberi maklum balas mengenai produk, harga, dan amalan perniagaan.

5 PENGURUSAN KEWANGAN YANG LEMAH:

Telah terbukti bahawa 30 peratus perniagaan kecil gagal kerana pengurusan kewangan yang lemah. Pemilik perniagaan mesti tahu, sehingga ringgit terakhir, di mana wang dalam perniagaan itu datang dan di mana ia digunakan agar perniagaan berjaya. Kegagalan perniagaan juga boleh berlaku jika ia tidak mempunyai pelan pendanaan kontingensi, rizab wang untuk digunakan sekiranya berlaku krisis kewangan. Sesetengah pemilik perniagaan kecil tidak mempunyai kemahiran atau minat untuk menguruskan aliran tunai, cukai, perbelanjaan, dan isu kewangan lain. Amalan perakaunan yang lemah meletakkan perniagaan ke arah kegagalan.



Temubual oleh Norhisham Hamzah

SEMBANG USAHAWAN bersama



Azuar Zainuddin Pengarah Urusan

Nama Syarikat
Satu Creative Services Sdn Bhd

Bidang Perniagaan
Perunding Pemasaran Digital

Alamat Perniagaan
2nd Floor No 18
Heritage Garden
Petra Jaya Kuching
93050 Sarawak

Telefon
+6012 279 0119

Email
web@satucreative.com

Laman Web:
www.satucreative.com

S: Apakah yang mendorong anda untuk menceburi perniagaan sekarang dan boleh ceritakan secara ringkas tentang perniagaan anda?

Sejak dari kecil lagi saya sangat berminat tentang teknologi dan sehingga kini saya sentiasa tertarik dengan hubungan dan kaitan antara komunikasi dan teknologi. Terdorong dengan rasa ingin tahu dan minat yang mendalam terhadap teknologi, saya mula belajar sendiri cara membuat coding ketika di sekolah menengah lagi. Begitu juga ketika di awal kerjaya saya sebagai pensyarah di Universiti Swinburne, di samping mengajar saya juga turut terlibat dengan pameran dan tayangan filem dengan sebuah institut kebudayaan, Institut Gothe. Di situ saya berperanan untuk mempromosikan aktiviti-aktiviti yang dijalankan kepada orang ramai melalui rangkaian media sosial dan blog.

Seterusnya, saya mengembangkan kerjaya saya dengan menyertai agensi pengiklanan di Leo Burnett di mana saya berpeluang untuk bekerja dengan jenama-jenama besar seperti McDonald's, Maxis dan KitKat, di mana saya menjalankan kempen-kempen pemasaran digital untuk syarikat-syarikat besar tersebut. Pengalaman saya di agensi tersebut memberi pendedahan yang berguna, terutamanya dalam aspek strategi komunikasi.

Satu Creative diilhamkan berasaskan keyakinan saya terhadap kuasa komunikasi dan teknologi serta bagaimana sesebuah perniagaan dapat memanfaatkan dua elemen ini untuk mencapai pertumbuhan yang luar biasa.

S: Apakah strategi atau konsep perniagaan anda yang berbeza daripada pesaing lain?

Berkecimpung dalam industri perkhidmatan perundingan, saya akui persaingan adalah sangat sengit dan menyedari akan situasi ini, Satu Creative menggunakan pendekatan yang berbeza daripada syarikat-syarikat perundingan pemasaran digital yang lain.

Kebanyakan syarikat fokus kepada saluran-saluran tertentu seperti *pay-per-click (PPC)*, media sosial, pemasaran digital dan *inbound*, tetapi kami sebaliknya

memberi tumpuan kepada pendekatan pemasaran digital yang lebih holistik dan merangkumi semua aspek. Kami mendapati pelanggan lebih menghargai pendekatan yang kami gunakan ini, di mana kami boleh melihat gambaran besar di luar perspektif pemasaran dan perkara-perkara dari konteks perniagaan dan industri.

Ini mencerminkan nilai teras kami, iaitu, strategik, inovatif, kolaboratif dan etika.

S: Apakah cabaran-cabaran utama yang dihadapi syarikat dan bagaimanakah syarikat menghadapi cabaran tersebut?

Berurusan dengan pelanggan dan berusaha untuk memberikan yang terbaik buat mereka semestinya cabaran yang terpaksa ditempuhi oleh setiap syarikat, tidak terkecuali Satu Creative. Cabaran utama yang kami hadapi adalah sama dengan yang dihadapi oleh kebanyakan perniagaan di mana pelanggan mahukan perkhidmatan yang cepat, murah dan baik. Sudah tentu jawapan popular adalah bahawa mereka hanya boleh mempunyai dua daripada tiga ciri tersebut.

Satu cara yang kami praktikkan untuk mengatasi cabaran ini adalah membina kepercayaan bersama pelanggan kami. Pelanggan perlu percaya akan perkhidmatan yang kita tawarkan dan ini semestinya memerlukan usaha yang berterusan.

Salah satu taktik yang kita gunakan adalah memperkenalkan elemen kemenangan cepat (*quick wins*) pada peringkat awal projek.

S: Apakah ciri-ciri atau kualiti yang diperlukan untuk berjaya dalam perniagaan seperti anda?

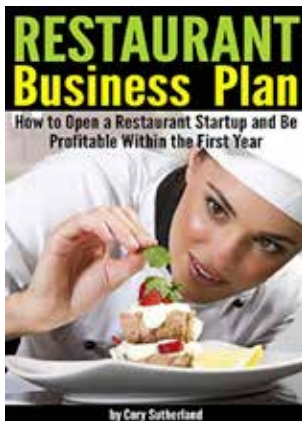
Untuk berjaya dalam perniagaan seperti ini, anda mesti mengikuti perkembangan dan trend terkini dalam industri. Anda juga perlu melabur masa dan wang anda dalam buku dan webinar dan mencari idea-idea baru dan inovatif untuk membantu pelanggan di dalam penyelesaian pemasaran digital mereka sejajar dengan perkembangan pasaran global.



Restaurant Business Plan:

How to Open a Restaurant Startup and Be Profitable Within the First Year

Reviewed by Norhisham Hamzah



Author : Cory Sutherland

Hardcover : 40 pages

Publisher : Miafn LLC

Starting a business is always tough - especially in the food industry, and particularly for restaurant businesses. Among other things, you'll have to please a discerning clientele (who will post reviews online before they could finish their meals), deal with fresh produce and other perishables (that have shelf-lives always too short), and keep in line a likely-diverse kitchen staff (whose attitudes tend to clash). Another proof that the restaurant business is tough: around half of all restaurant ventures fold-up in losses. This is, of course, due to varying reasons - although the complications that restaurant owners face are more or less the same. So is starting a restaurant even a viable prospect these days? Or are restaurant start-ups doomed to fail?

The answer: Restaurant businesses are not all doomed to fail, and starting one can be a worthwhile endeavor. After all, every man and woman alive still need to eat. This means there will always be potential clientele that your restaurant can feed and profit from.

The important question then is, how can you successfully start a restaurant

and produce a steady (and healthy) profit? That's exactly what this book will show you how to do. It will guide you through all the preparation and steps you need to take to launch a restaurant business and get positive returns within the year. The book will walk you through the essentials of starting a business including how to get funding, how to hire the right people, how to develop a menu, as well as what traps to avoid to make sure your restaurant remains successful. Let's get started!

Here Is A Preview Of What You'll Learn...

- How to Develop a Restaurant Business Plan that will Bring Returns Within a Year
- Financing Options to Ensure Sufficient Cash Flow
- What to Look For in Selecting the Ideal Location
- How to Choose an Executive Chef
- Tips for Hiring an Efficient Kitchen Crew and Front-of-House Staff
- How to Make the Most Out of Marketing and Promotions
- Much, much more!

Norhisham Hamzah is a Senior Manager at the Centre for Entrepreneur Development and Research (CEDAR), a wholly owned subsidiary of the SME Bank Malaysia. He can be reached at norhishyam@smebank.com.my.

ENTREPRENEURS' EVENT CALENDAR

13
October

KPI For Organization Success

Venue:

Hartsford Conference Centre
(Crown Regency Serviced Suites),
Kuala Lumpur

"If the right KPIs are used correctly it is an 'all round win' for front line people, management and owners."

This 1-day workshop will help participants to align understanding of the strategic planning process, use of terminology, the quality of written KPIs, as well as alignment between organization, departmental and individual KPIs.

www.eventbrite.com

25-27
October

Comprehensive Lean Enterprise Programme

Venue:

Meridian Biz Management (MBIZM),
Petaling Jaya

A Lean Enterprise is an organization that has fully integrated Lean philosophy and techniques into its business model. Successful change is achieved by discovering new ways to effectively re-organize and align all of your business processes to increase throughput, reduce costs and improve quality. Lean Enterprise training would allow organizations to improve the productivity, efficiency, and quality of their products or services.

www.mbizm.com.my

9
November

Safety & Health At Work

Venue:

Holiday Inn, Glenmarie Shah Alam

This awareness program will give an overview of safety and health management at workplace and participants will understand the importance of safety management at work, their responsibilities and the necessary actions to enhance safety and health at their respective workplaces. SAFETY IS EVERYONE'S RESPONSIBILITY.

www.eventbrite.com