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Ph.D. in Marketing (Consumer Behavior), Universiti Sains Malaysia, 2011 - Ongoing

Master of Science (Management), Universiti Utara Malaysia, 2010

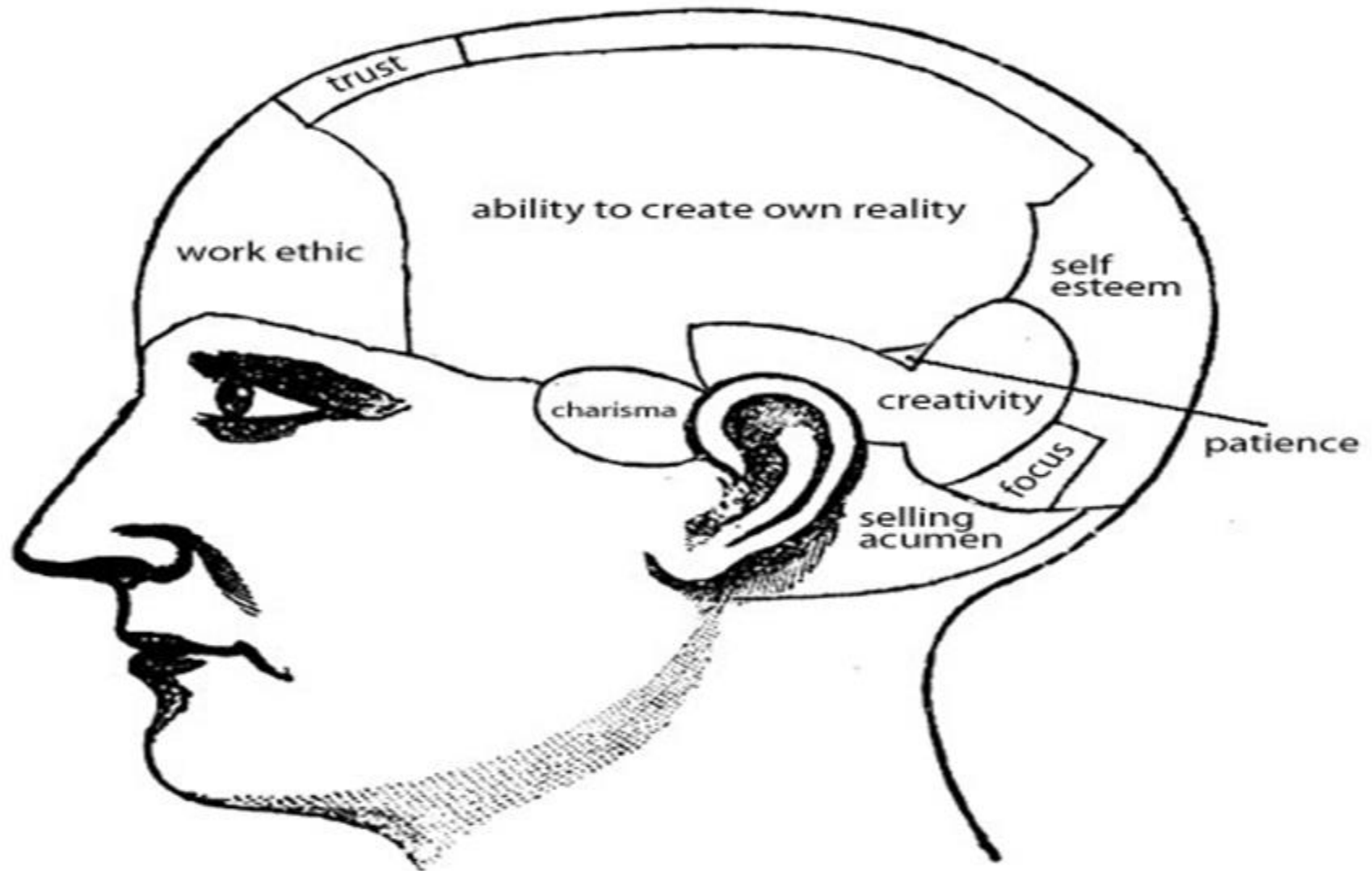
Bachelor of Communication (Organizational Communication), Universiti Utara Malaysia, 2007

Diploma in Information Technology, Institut Agama Islam Negeri Kedah (INSANIAH), 2004

Entrepreneurship

- Activities done by entrepreneur
- Entrepreneur able to identify and capitalize opportunities by bringing together human, financial and other materials to form a fruitful business

Phrenology an Entrepreneur



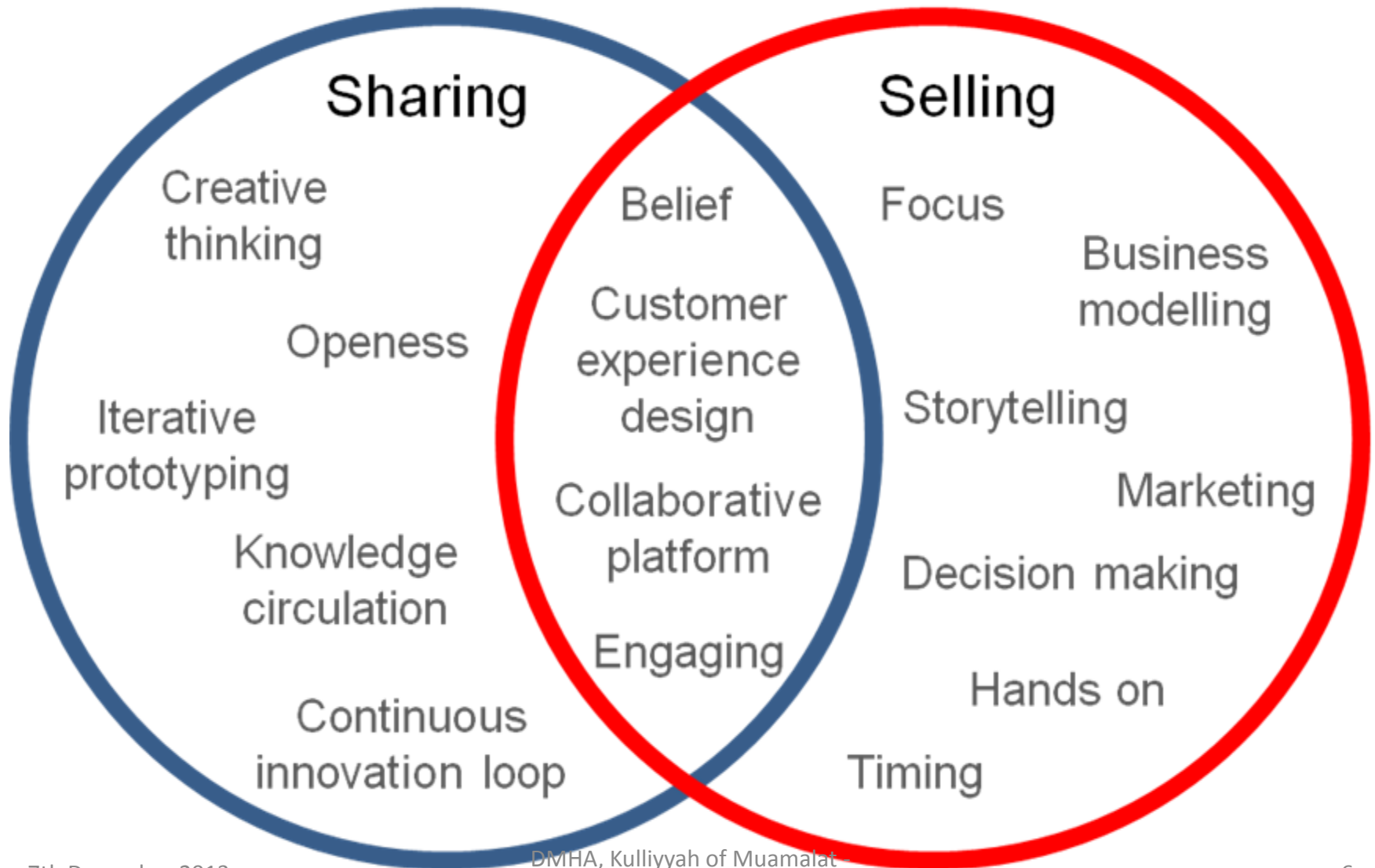
Entrepreneur

- Eligible to be called Entrepreneur only if:
 1. Aggressively seeking opportunity
 2. Do not expect immediate success
 3. Have the resources and use effectively
 4. High creativity and inventiveness (innovation)
 5. Know importance contribution to society
 6. Understand management and strategies

Inventiveness Mind



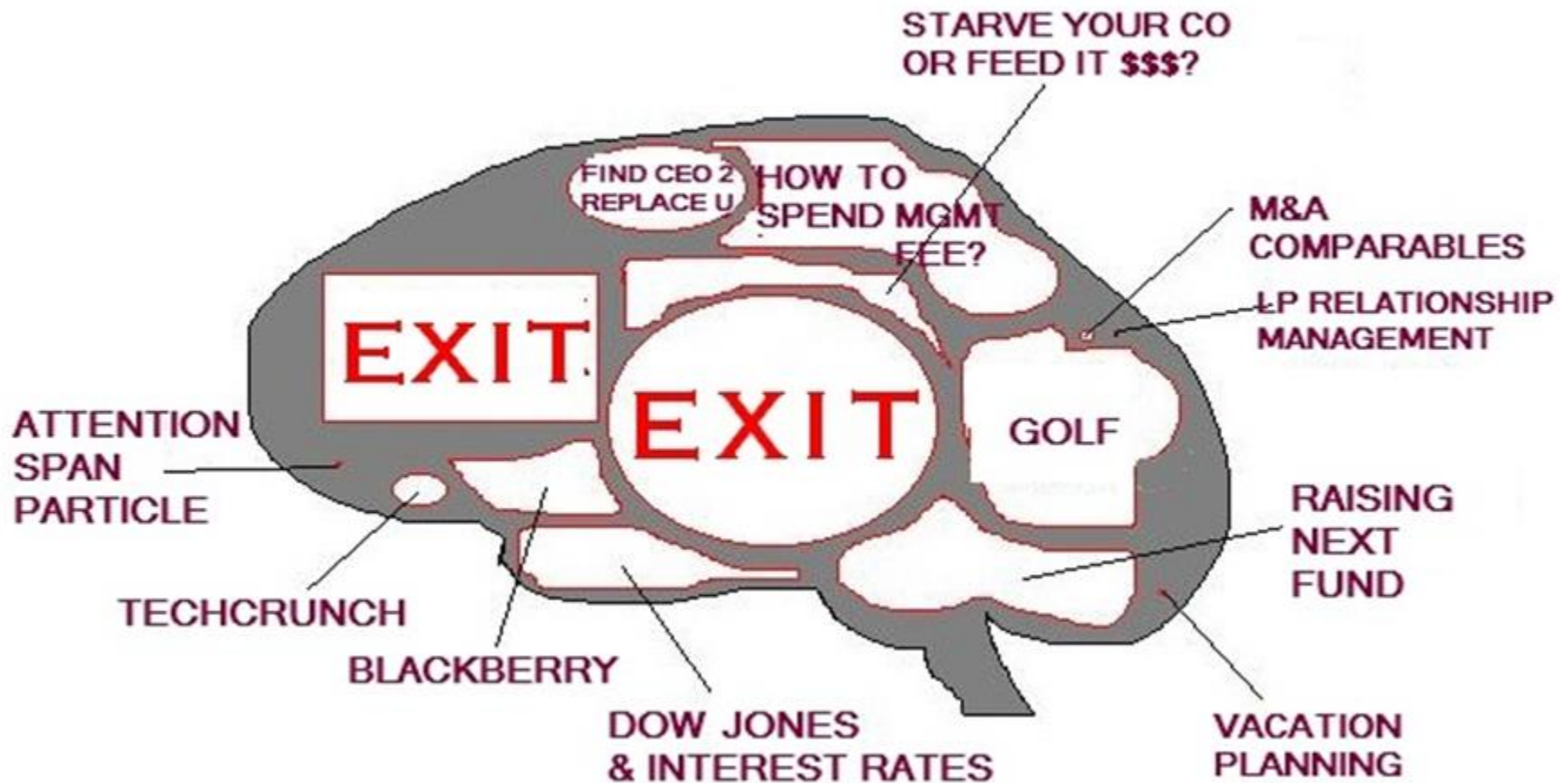
Innovator → Entrepreneur



(1) Classroom to Boardroom

- Increased aspiration, communication skills and the ability to work in team
- Relates hard work in the classroom to future success in the boardroom
- Build leadership skills and gives an experience of working under pressure to solve real business issues

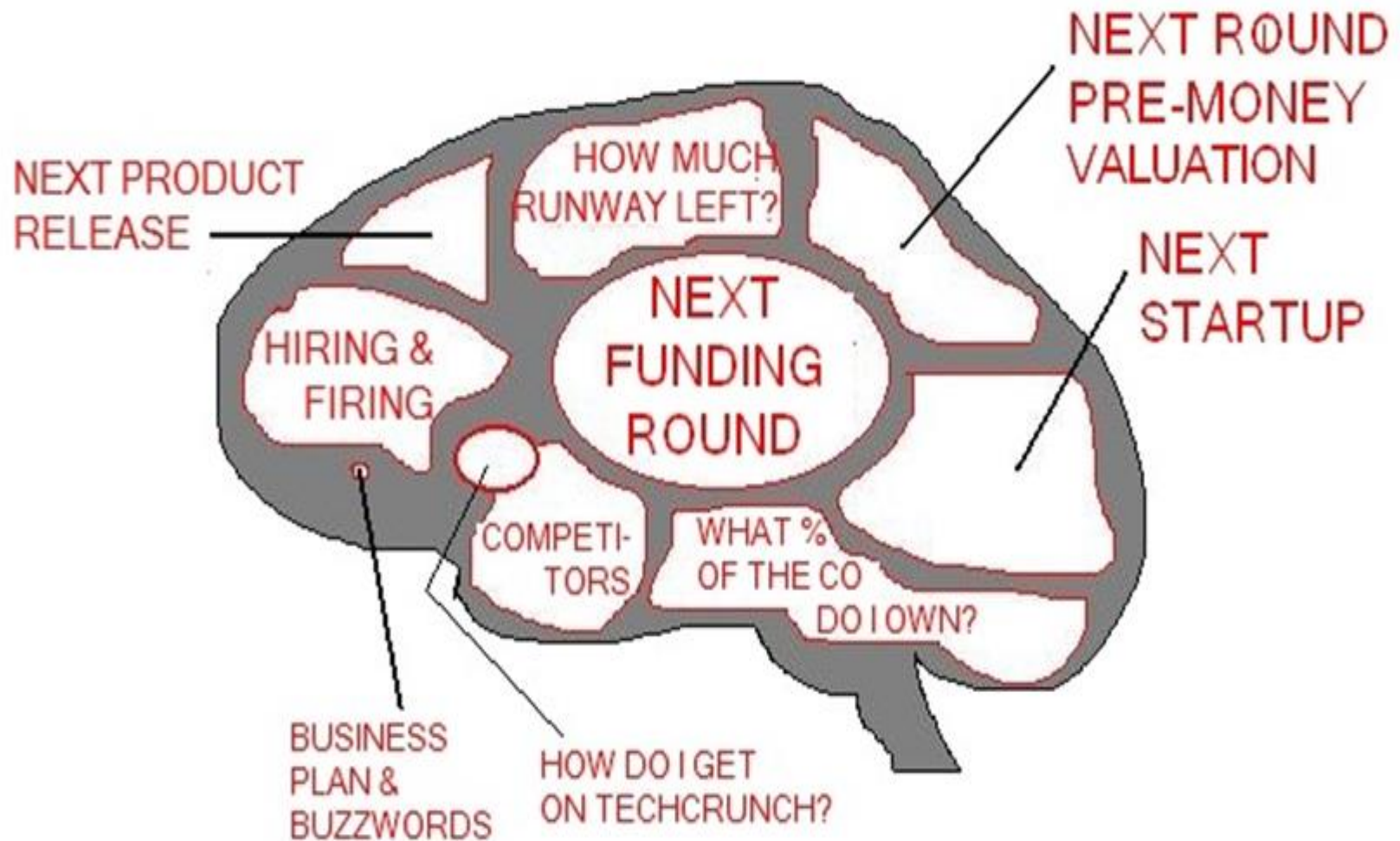
CEO's Brain ?



(2) Entrepreneur in YOU

- Demonstrate the exciting side of business
- Connects the work doing in classroom to potential business opportunities
- Create ideas for business
- Helps enhance team working, confidence and communication skills

Entrepreneur's Brain ?



Business Ownership

- Three (3) types of ownership
 - [1] Sole proprietorship/ Milikan Tunggal
 - [2] Partnership/ Perkongsian
 - [3] Limited Company/ Syarikat Berhad
(Sdn. Bhd., Awam Berhad)
- *Bounded by T&C and certain Acts
- Register at Suruhanjaya Syarikat Malaysia (SSM)
- Website: <http://www.ssm.com.my/>

Business Plan (BP)

- As master plan that show start steps and develop business
- Contains detailed business information such as analysis, forecast, business implementation strategy
- As guideline for managing business, evaluate and review performance, provide assurance to external parties and maximize resources to increase productivity

Business Plan (content)

[1] Business Background

[2] Executive Summary

[3] Industrial Analysis

[4] Description of Business (Product or Services)

[5] Production Plan

[6] Marketing Plan

[7] Organization Plan

e.g. goal strategy, structure planning, organization chart, asset, financial planning (project costing, funding source, cash flow, profit and loss, balance sheet)

ICT in Entrepreneurship

- The information hub can serve and share information to partners in business (funders, advisors), corporates and public/community as marketing medium
- Sharing events, values, culture and design due to internet connectivity for open innovation practices towards sustainability strategies

What's NEXT in ICT sectors?

- Entrepreneurs can enter information on international market, understand cross-border culture, gain practical and start-up experience due to the emerging of internet services
- Web 3.0 application
- Cloud computing
- Creative digital life
- Mobile application
- Digital entertainment

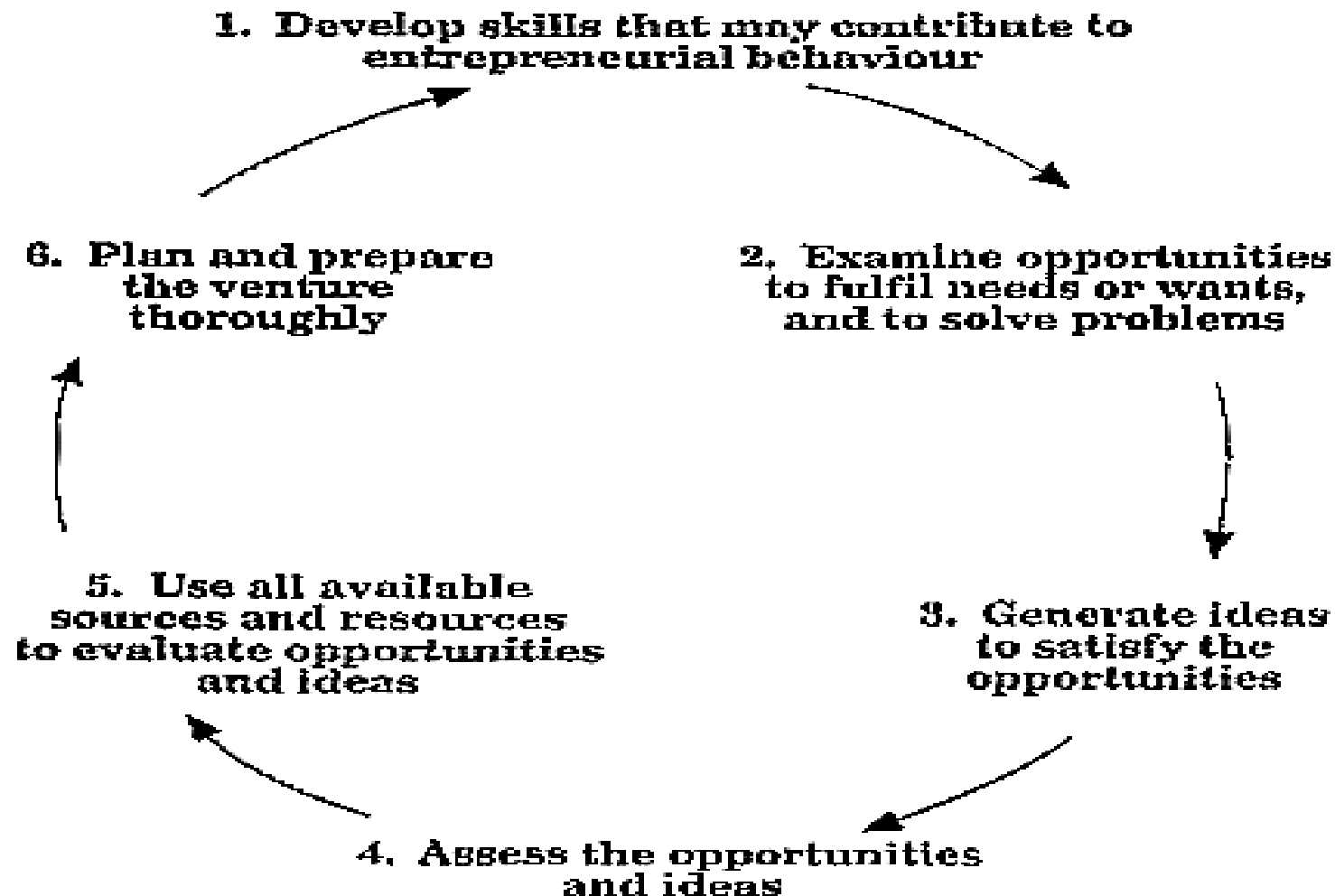
Government and Supported Agencies

- Kementerian Pembangunan Usahawan dan Koperasi Malaysia (MECD)
- Kementerian Pertanian dan Industri Asas Tani (Tabung Ekonomi Kumpulan Usaha Niaga-TEKUN)
- Ministry Industrial Trade and Industry (MITI)
- Kementerian Kemajuan Luar Bandar dan Wilayah
- Kementerian Kerja Raya Malaysia
- Perbadanan Usahawan Nasional Berhad (PUNB)
- Pusat Pembangunan Usahawan Siswazah Malaysia (PUSMAL)
- Majlis Amanah Rakyat (MARA)
- Perbadanan Kemajuan Negeri Kedah (PKNK)
- Bank Pembangunan Malaysia Berhad, SME Bank etc.

Useful Website

- <http://www.getmybusinessonline.com.my/>
- <https://www.facebook.com/>
- <https://www.pinterest.com/>
- <http://www.blogger.com>
- <http://wordpress.com/>
- <http://www.vads.com/> (TM Company)
- <https://twitter.com/>

The Entrepreneurial Cycle*



* Step 1-5 do not necessarily have to be completed in order, but steps 1-5 **must** be completed prior to attempting step 6 - Developing the Venture Plan

Thank You

“I can accept failure, everyone fails at something.
But I can't accept not trying.”

- *Michael Jordan* -

