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COVER STORY

Strategies for SMEs in 2020

A new year, and more importantly a new decade, provides an opportunity to re-evaluate what's working and what's not and to draw up a game plan for the next 12 months. This is no truer than for an SME in Malaysia.

Having been through a very challenging 2019 - thanks to a multitude of hard knocks including a low-growth economy - entrepreneurs have found themselves in trouble, with only 10 percent of small businesses making it through these tough times. The other 90 percent are foundering. So while they are often considered the solution to our economic and unemployment problems, it is they who are in need of a lifeline.

To overcome this, SMEs need to work smart and make some changes; let's face it, it's not business as usual. Here, we have compiled some great advice on what SMEs can do to move from panic to profit.

1. Speed up cash flow and your inflows by having arrangements with bigger clients. If you have corporates or bigger companies on your book, ask for preferential payment terms and convince them into supporting you as an SME as it is really their responsibility to assist.
2. Protect cash flow. If you can reduce expenses and look at your overheads, don't get caught in the trap of a few consecutive months of overspending which could become the norm.

3. Build a data bank - this is a valuable asset for you as it opens up new channels of funding. One of the biggest constraints for SMEs is funding. By consequence, if funders have data that is reliable and gives a track record of how the company operates - trading patterns, turnover levels, card vs. cash - this information can be leveraged to gain access to funding.
4. Know your funders - it is up to you to position your business in a way that speaks to the funders' requirements. Importantly, there are also different funders for different stages of the business's life cycle.

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Cover Story

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5. Get involved with an entrepreneurial community that is on the same journey as you, but that is not necessarily at the same level: find one that exposes you to more mature businesses and from whom you can learn.
6. If you have a bad business model or it isn't working, change direction. There is no straight curve, and it's important that business owners understand that.
7. A tough market provides the opportunity to re-evaluate what matters to you as a business owner and your clients. You need to understand what's most important to ensure that what you are offering stays relevant.
8. Embrace digital. So many businesses hear about social media, TripAdvisor etc. but don't know where to start. More and more people are buying online and doing comparisons so the more you embrace the opportunities that these online channels present, the better. There are plenty of tools available online, you just need to do some digging.
9. Having a positive attitude is essential. See the opportunity among the challenges and look for those gaps. You also need perspective: when you face a challenge and rising costs, tighter margins and lower demand, etc. it can all be seen as an existential threat and you might want to put your head in the sand. Or you can process it and take it up as a challenge.
10. Start learning to be a nice person. Happiness is a choice and success is a choice. And the biggest springboard to happiness is gratitude. The number one reason people will do business with you is if you're a nice person, are grateful, forgiving, etc.

There is no doubt that this is one of the most brutal operating environments that we have experienced in a long time, and which is significantly affecting our SMEs' ability to trade, grow, employ and contribute to the economy. While we appreciate how hard it is, entrepreneurs need to see through the curve: what happens now doesn't mean it will happen in six months' time. Stay the course and dig deep, there are no shortcuts. It's going to be tough but put in the time and ride it out until you come through on the other side.



Ways to Entice the Right Customers as Your Business Develops

..... by CEDAR Research Team

Finding new customers is expensive and time consuming, but necessary if you want your business to grow. Even if you have a solid business plan and a proven system to attract customers, there are always opportunities to grow and improve. When you first started your own business, you were probably just happy to make a sale. Eventually though, it befits you to work with the right customers; the ones who keep you motivated and excited to keep putting out your best work. The longevity of your success in your business actually depends on this. The “right” client is someone who fits into your overall goals, sees the value of your work, and doesn’t wear you down until the work is no longer worth your time or effort.

You can attract more of the right clients with these essential tips:

1 Who is your ideal customer?
Attracting the right clients first begins by determining who they are and identifying their profile. Get as specific as possible including age, gender, job, income, and their needs and preferences. Think about what their lifestyle might be like and what types of services or products they would use. This will help you keep your marketing consistent, your correspondences enticing, and your advertisements laser-focused.

2 Know who you’re talking to
Be clear on who you’re addressing and how you can help them. Set up Google Alerts to receive information on your clients’ businesses and your industry in real time to keep a competitive edge and ensure you’re always up-to-date on their needs. Tailor your communications with them accordingly.

3 Ask for referrals
Referrals and endorsements from high-quality clientele are the best way to attract new, like-minded clients/customers. You can also encourage them to write positive reviews and post recommendations on social media sites. A happy customer’s recommendation is like a gift that keeps on giving. It’s likely that their friends are also top-tier folks that fall into the same demographic you’re looking for. Build a good rapport with your clients and prepare for an avalanche of ideal customers to follow.

4 Network with your ideal clients
Determine where your perfect customers hang out; think about what type of neighbourhood shops they frequent or the kind of businesses they work for. Market your business as something that would fit in that same lifestyle aesthetic or category. Join in events relevant to your industry and your clients for an opportunity to network such as charity events, conferences, or trade shows just to name a few. See and be seen where they are.

5 Share your expertise
Write for industry trade journals, host a workshop, or speak at industry events, panel discussions, or in online forums to help promote your business and generate new interest in your services. Your results speak volumes and your ideal client will probably be focused on the bottom-line. People are always willing to pay more for an expert or specialist so make sure that the content or information you’re contributing surpasses your clients’ experience and expectations.

6 Target marketing
Reach out to your ideal customers and develop relationships with them through targeted networking. The more connected you are, the easier it is to offer solutions that meet their needs. Connect with them in strategic ways over social media, in forums, and at live events. Share relevant articles, case studies, and other info on your social media pages. Connect with as many networks and colleagues as possible through LinkedIn; your connections will bring up more acquaintances in related fields and similar demographics.

7 Ad campaigns
You don’t have to be a marketing expert to use Facebook ads or Google Adwords. These are great ways to advertise your company directly to your target market without breaking the bank on advertising costs. Online ads allow you to address your ideal audience and schedule ads based on the times they’re engaging on social media sites. You can also track the attention your ads are receiving so you can make adjustments to them as necessary.

8 Team up with relevant companies
Working with companies that offer related services or products, but that aren’t in direct competition, is a great way to generate and share new business if they share the same market.

This powerful partnership can provide you both with incoming streams of your ideal clients because they’re already connected with people who need your services and vice versa.

9 Follow-up
While new clients are necessary to keep your business growth-focused, be sure to schedule in time to maintain your existing clientele. People are more comfortable giving their business to those they feel like they know on a more personal level. Continually nurture those relationships and you’ll engage a positive cycle where you’ll have more high-quality referrals and reviews. They’ll also appreciate being remembered.

Where you find your customers will depend on the nature of your business. Think like your ideal client and you’ll be able to expand your demographic around the globe, taking your business to the next level with ease. Superior clients not only benefit your profits, but will keep you interested and driven to improve and expand your business in an effortless and organic way.

Source: businessknowhow.com



5 Ways in Discovering a Sound Business Idea

..... by CEDAR Research Team

There are countless things to ponder when you're trying to decide what kind of business to venture into.

No matter the size of business you want to own, if you give thought to these five areas, you'll be able to choose the business that's right for you.

1 Understanding Consumers

If you have a business idea don't try to develop the idea around what YOU think potential customers will like or need, but find out what your customers actually desire. Too often business owners get an idea in their head and jump right in with both feet. However, they soon find out that their target market does not want what they are offering. Spending both time and money on a project just to see it deteriorate is not the perfect business idea. Knowing what potential consumers need and building products to meet those needs will get customers beating a path to your door.

2 Have Some Desire

Desire here does not mean being fanatical about your product or service. But it does mean having some interest in what you do. You will be spending 15 to 18 hours a day working on your business in the beginning. You have to constantly be thinking about ways to

improve and grow your business as well as be out talking about it to everyone, everywhere. If you end up starting a venture that you don't have passion for, something that does not make you jump out of bed each morning, it will be very hard to put in the hours and energy to make it successful.

3 Know Your Competitors

Every business has competition - either directly or indirectly. Think about movie theatres. They have direct competition from Netflix or at home television. They also have indirect competition from any other activity that consumers spend their disposable income on like bowling, paintball, golf, etc. Anything that people do in their spare time. Some competitors are ruthless. When you promote and offer a product that is similar to theirs but at a lower price, these competitors will just lower their price to match or beat you. If they are already established businesses - they may be able to undercut your price enough to drive you out of business.

4 Understand Your Cash Flow

Lots of entrepreneurs enter the business world with great ideas but a very poor understanding of the capital it will take to get their venture

off the ground. Most will prototype their product or service and understand what it takes to make the product or provide the service but they don't understand the capital it takes to manage the rest of the organization. Knowing your total cash flow will help ensure that all of your costs (variable and fixed) can be covered by the business.

5 Know Yourself

Identify who you are. Identify your strengths and weaknesses. Know that you are ready, willing and able to do what it takes to make your venture a success. You have to know how hard you are willing to work. Identify your personal financial situation and what you need for the business to generate to cover your lifestyle. Take away outside distractions like your personal financial situation, only then you will be able to solely focus on your business's conception and growth.

Source: businessknowhow.com

5 Tips Memulakan Perniagaan “Online”

..... oleh CEDAR Research Team

Perniagaan online telah menjadi satu trend di Malaysia kerana rata-rata individu pada hari ini merasakan membeli secara online bukan sahaja menjimatkan masa, malah banyak kos yang boleh diijamatkan jika membeli-belah secara online. Berikut trend semasa inilah, ramai individu tekad untuk mencuba nasib dengan memulakan perniagaan online mereka sendiri.

Terdapat banyak platform yang dapat digunakan bagi memulakan perniagaan melalui online ini, antaranya melalui Facebook, Instagram, Twitter, Blog, Email, dan banyak lagi. Namun anda perlu tahu platform yang mana sesuai digunakan dan anda juga mestilah biasa dan tahu cara menggunakan platform tersebut.

Terdapat beberapa langkah yang boleh anda jadikan sebagai rujukan sebelum memulakan perniagaan online ini. Terdapat ramai orang di luar sana yang baru berjinak-jinak di dalam dunia perniagaan dan ia bukanlah sesuatu perkara yang mudah kerana anda akan berhadapan dengan ramai peniaga yang lain di luar sana dan juga akan menjadi risiko jika anda tersilap langkah! Berikut merupakan beberapa tips asas kepada anda yang baru memulakan langkah untuk berniaga di atas talian.

1 Ketahui Kehendak Pasaran
Kebanyakan peniaga-peniaga online melakukan kesilapan yang besar apabila mereka memulakan perniagaan online. Kenapa? Mereka tidak mengetahui kehendak pelanggan. Rata-rata peniaga online hanya menfokuskan kepada produk yang lebih kurang sama dengan kebanyakan peniaga-peniaga online lain tanpa mereka sedar akan persaingan yang akan mereka hadapi daripada produk-produk yang sedia ada dipasaran. Hal ini menyebabkan mereka tidak dapat bertahan lama dipasaran.

Oleh itu amat penting bagi peniaga-peniaga online untuk membuat kajian kehendak pasaran terlebih dahulu untuk mengetahui “market demand” berbanding menggunakan perasaan atau tindakan yang syok sendiri. Sebaiknya, sebelum memulakan apa-apa bisnes, pastikan buat aktiviti mengenal siapa pelanggan ideal terlebih dahulu. Dari sini, kita akan peroleh gambaran yang lebih jelas produk atau servis yang bagaimana yang diperlukan oleh prospek atau bakal pelanggan.

Amat penting bagi peniaga-peniaga online untuk memasarkan produk yang mempunyai pasaran terhad tetapi mempunyai permintaan yang tinggi

dipasaran. Dengan ini anda dapat mengurangkan risiko persaingan dan dapat menjana keuntungan yang berlipat kali ganda selain membolehkan anda bertahan lebih lama dipasaran.

2 Sentiasa Aktif Di Dalam Sosial Media

Terdapat ramai yang mempunyai perniagaan di dalam sosial media seperti Facebook dan Instagram. Persoalannya, bagaimana anda boleh target pelanggan yang betul dengan produk yang anda tawarkan kepada anda? Perkara penting yang anda perlu tahu adalah anda perlu tahu cara untuk “target” pelanggan di dalam sosial media. Sebagai contoh di dalam Instagram anda boleh letakkan “hashtag” untuk produk yang dijual. Ini kerana, ia akan memudahkan pelanggan untuk mencari produk yang anda jual di dalam satu “hashtag”.

Selain dari Facebook, anda juga boleh meletakkan “hashtag” apabila membuat “posting” di laman Facebook, tetapi apa yang lebih berfungsi adalah apabila anda “post” barang yang dijual di dalam “Marketplace” Facebook. Pelanggan dengan mudah dapat mencari produk yang mereka cari dan juga memudahkan mereka untuk melihat kandungan produk tersebut. Dengan Marketplace Facebook juga anda dengan mudah dapat ketahui pelanggan yang menghantar mesej atau komen “post” produk yang anda masukkan di dalam marketplace Facebook.

3 Jadikan Pembelian “Online” Menjadi Mudah Kepada Pelanggan Anda

Ramai peniaga diluar sana yang mempunyai laman web sendiri, tetapi jangan risau, dengan bajet yang rendah anda juga dapat menjual produk kepada pelanggan anda. Anda dapat mengurus perniagaan dengan lebih baik dengan QuickSend. Jika anda menerima tempahan, apa yang dilakukan adalah menghantar pautan yang mengandungi borang untuk mereka isikan segala

maklumat yang penting seperti Nama, Alamat, Nombor Telefon. Selepas pelanggan anda mengisi semua maklumat yang diperlukan, tempahan tersebut akan terus dihantar ke “cart” anda secara automatik untuk proses pembayaran.

4 Pembekal Produk Adalah Penting

Pembekal adalah sangat penting apabila anda menjadi seorang penjual. Anda perlu mencari pembekal yang menawarkan harga yang berpatutan supaya anda dapat sentiasa menambah stok produk anda. Anda boleh cari melalui Facebook, Instagram atau juga melalui Google. Sebagai contoh, anda boleh cari “pembekal tudung” di dalam Google dan anda akan dapat lihat senarai pembekal tudung yang berdekatan dengan anda dan juga pembekal tudung yang terkenal dengan harga yang berpatutan. Anda boleh mencari pembekal berdasarkan produk yang anda jual.

5 Mula Menjual Di Dalam “Marketplace”

Kebanyakan pembeli akan membeli di dalam “marketplace” seperti Shopee. Anda boleh mengambil peluang ini untuk menjual di dalam Shopee. Ini kerana, melalui “marketplace” ini, anda mempunyai inisiatif untuk meningkatkan jualan ini. Sebagai contoh, di dalam Shopee, anda akan disediakan feature seperti Kempen Pemasaran. Dengan feature ini anda dapat mempromosikan produk yang anda masukkan di dalam Shopee. Selain dari itu, anda juga dapat melihat data jualan. Dengan data jualan, anda boleh mengukur pendapatan yang anda telah dapat dari jualan pada setiap bulan atau setiap minggu.

Memulakan perniagaan adalah bukan suatu perkara yang mudah, anda perlu sentiasa bersedia tentang sebarang kemungkinan yang akan berlaku semasa menjalankan perniagaan. Anda perlu sentiasa tahu tentang perkembangan semasa dalam dunia perniagaan.



BUSINESS ALERT

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

OIL, GAS AND ENERGY (Average USD42.3 / Brent Crude)



OUTLOOK: NEUTRAL

- Malaysia's oil and gas services providers will need to diversify revenue base to mitigate their operations against oil price shocks. They must also increase operational efficiency to lift margins or venture into alternative energy business to reduce dependency on oil prices. MIDF Research said tumbling oil prices could delay the award of new contracts and renewals. This would result in margin compression for O&G service providers. The low oil price environment will have an impact on the entire O&G value-chain be it directly or indirectly.
- The upstream producers will be more directly impacted by the low oil price environment as lower revenue as a result of higher cost of production and low selling price will weigh on earnings. For downstream players, feedstock prices would be more favourable following the drop in oil price. However; the average selling prices of petroleum derivative products such as petrochemicals will be soft as well. This in turn will lead to thinner spread between the selling price and cost of production. O&G players preferred oil price to trade between

US\$65 and US\$75 per barrel, enabling them to stay in production and drive offshore services activities.



HEALTHCARE



OUTLOOK: NEUTRAL

- The recent coronavirus (Covid-19) outbreak is likely to have minimal impact on the Malaysian healthcare sector in the near term. Nevertheless, for the long term, rising healthcare awareness arising from the outbreak should be positive for the sector. Analysts maintain "overweight" rating on the healthcare sector and recommend investors to position defensively in the sector. The top pick is Apex Healthcare Bhd. On a positive note, a possible retraction of proposed medicine price controls, potentially due to already-competitive pricing in Malaysia and the fear of losing access to the latest and most innovative single-source medicines, could be a positive catalyst for private hospital operators.
- Analysts think that the Covid-19 outbreak is likely to have only a muted impact on private hospital operators as private hospitals are required to report and refer such cases to public hospitals and the national infection centre based

on the ministry of health's guidelines. While analysts note that pharmaceutical players could potentially benefit from a surge in demand for products related to prevention of seasonal viral diseases with similar symptoms, the impact on their respective bottom lines is likely to be minimal.

BUSINESS SERVICES



OUTLOOK: NEUTRAL

- Despite the global coronavirus pandemic which had stuttered global trades, the port industry is expected to come out unscathed. The pandemic had disrupted the world's supply chain after China, the world's second-biggest economy, locked down a few key cities. But the return to normalcy would further boost the port business. Earlier this month, throughput at China's eight major ports recorded a 9.1% increase, while the number of container-related calls at the major hubs in Shanghai and Yang-shan has picked up, signalling a sharp recovery in the country's manufacturing production. MIDF Research said shipping liners are anticipating a possible recovery starting from April 2020 as factories in China begin to ramp up capacity to 90% this month.
- The shipping line is looking towards April for a possible recovery from what it admits to be a weak first quarter of calendar year 2020 (1QCY20). Factories are slowly returning to production, but estimates that they are operating at

50% to 60% of capacity, which will be ramping up to around 90% of capacity by the first week of March, provided there is no major surge in Covid-19 cases. Following China's offer of exemption to the additional tariffs on about 700 types of goods from the US, the positive development is expected to offset the decline in Malaysia's container throughput, particularly for the transshipment bulk. With the trade deal, it will partially offset declining container throughput, especially for transshipment throughput, according to MIDF Research.

TOURISM



OUTLOOK: NEUTRAL

- The government expects the Visit Malaysia Year 2020 (VMY2020) campaign to attract 30 million tourist arrivals and tourist receipts to reach RM100 billion. With 10.6% of the target being Chinese nationals, it will be challenging for the government to achieve its VMY2020 campaign targets if the outbreak persists for longer-than-expected. Past viral outbreaks may prove to be useful in terms of providing indicators. During the 2003 SARS outbreak, tourist arrivals in Malaysia from China fell by 37% while total tourist arrivals fell by 21%; inevitably tourist spending during this period fell by 39% and 17%. Given the scale of the current outbreak, these figures could be eclipsed in 2020.
- According to the International Air Transport Association, monthly international passenger traffic returned to its pre-SARS outbreak level within nine months. Given that the 2019-nCoV outbreak is decidedly larger in scale, it is not unreasonable to suggest that it will be more than nine months before monthly international passenger traffic returns to its pre-2019-nCoV outbreak level. That is, it is possible that we could be in the new calendar year by the time monthly international passenger traffic returns to normal. In any case, the services sector, which accounts for nearly 57% of Malaysia's economy and of which the tourism sector is a part, has remained resilient thus far. In 9M2019, it expanded by an average of 6.1% and contributed roughly 76% of Malaysia's headline GDP growth. However, the ongoing outbreak of the coronavirus, which has caused more than 600 deaths, is slowly weighing on its prospects going forward.

COMMUNICATIONS CONTENT AND INFRASTRUCTURE



OUTLOOK: NEUTRAL

- Celcom Axiata Bhd has been appointed as the "Preferred ICT Partner" in the development plan of the upcoming Kwasa Damansara smart township in Sungai Buloh. Through the agreement with Kwasa Land Sdn Bhd, the telecommunication firm will be responsible to build the foundation for information and communications technology (ICT) infrastructure and converged connectivity facilities within the township. Celcom will also provide the smart solutions required to enable Kwasa Land to plan and develop the smart city envisioned for Kwasa Damansara. Celcom's involvement in the Kwasa Damansara development will include, but not limited to, the development of township fiberisation, converged 5G connectivity solutions, safety and security smart city solution, digital signages, Dedicated Internet Access for businesses and common area WiFi connectivity.
- This partnership with Celcom is a testament to efforts in materialising the vision in building Kwasa Damansara as a true smart city. The company is confident that Celcom, as one of partners, will be complementing the multi-faceted components that Kwasa Damansara has to offer. Besides providing a solid foundation for Kwasa Damansara to emerge as a premier smart city in Malaysia, this venture will pave the way for Celcom to strengthen its network capability further by implementing new network sites within the township.

WHOLESALE AND RETAIL



OUTLOOK: NEUTRAL

- With an estimated shopping traffic decline of up to 50% in certain shopping centres as the Covid-19 outbreak persists, Malaysia's retail industry is expected to post a 3.9% year-on-year contraction for the first quarter of 2020 (1Q2020), according to Retail Group Malaysia (RGM). The independent retail research firm also cancelled its earlier 4.9% projected growth for the industry this year – a projection it made in end-2019 – and said it is now unclear as to how the industry will perform for the entire year. End of 2019, Retail Group Malaysia projected 4.6% growth rate in Malaysia retail industry for 2020. However, this projection is no longer valid due to the unexpected developments in the first three months of this year. Covid-19 and the change of ruling government party have both affected retail spending in the country. RGM is unable to establish the likely retail industry growth rate for 2020 at the time of preparing this report. This is because of the ongoing and unpredictable changes relating to the Covid-19 outbreak and the new ruling government policies.
- But in the event the coronavirus outbreak and domestic political turmoil takes more than the next few months to resolve, the local retail industry could suffer a contraction for the entire year, it warned. The previous year when Malaysia retail industry recorded a negative growth rate was 1998 – the first year of Asian financial and economic crisis. In 1998, the market size of Malaysia retail industry contracted by 20%. As to its 3.9% contraction predicted for 1Q2020, it is worse than MRA members' expectation of a 0.4% growth. The MRA's estimates, however, were made in end-January and early-February, before the global spread of novel coronavirus.

7 Goal Settings Tips for Entrepreneurs

by CEDAR Research Team

As an entrepreneur, you want nothing more than to make sure your business is being steered in the right direction. The path your business takes will determine its failure or success—and of course, we all want success. But how do you know which is the right direction or the correct path for your business? Well, in order to know what direction to go in, you need to first know where you want to end up. This is where goal-setting comes into play.

Setting goals for your business is incredibly important. It provides a clear path to follow and the motivation to reach a predetermined destination. Without goals, your business is just operating instead of achieving. Goals give employees a reason and a purpose to work hard because they know they are working toward something. Check out these tips on getting started with setting goals for your business:

1 Be Firm in Your Decision

The first enemy against your entrepreneurial success is your own self-doubt. After you set your goals, your inner voice starts raising counter-arguments and reasons why you cannot do this or that. It is not easy to silence that voice, but you must do it. And the best way to do that is to write down your goals and the steps you plan to take in order to reach them. The more actionable steps you write down, the closer you get to completely silencing your self-doubts and starting on the path to success. Firmness and determination are the key factors to getting over the natural sense of doubting yourself before you start out on an unknown path.

2 Use the SMART Method

- Your goals have to be SMART – literally. SMART stands for:
- **Specific** - your goals cannot be ambiguous and without a clear finality, or they are not goals at all. You have to be as specific as possible about what you want to achieve, how you want to grow your business and what actions you will take in order to get there.
 - **Measurable** – this means that you must be able to appreciate whether you have succeeded or failed in reaching your goal. Measurable goals are quantifiable goals, such as the number of clients you should have after 6 months of running your business, or number of units of your product sold.
 - **Attainable** – do not shoot for the moon, because you will never reach it. Do not set impossible and unrealistic goals,

because they will only undermine your chances of success.

- **Realistic** – this one goes hand in hand with the above item. If your goals are not realistic, they are not goals, but pipe dreams.
- **Time** – prepare a timeline for your goals. Create milestones. Make sure that you strive to comply with them. If you do not set yourself time boundaries, you will never actually reach your goals.

3 Simplify your Goals

Its human nature to make things more complicated than they tend to be. We design complex goals with hundreds of steps which can cause us to become more overwhelmed and frustrated. In the end, we just give up on them. Instead, create more simplistic goals as these small steps can eventually create real change in your life. Do not rush by making a goal to start a company or getting promoted to an executive-level position straight away. Rather than this, identify your skills and areas of improvement to start with. These can help you get your way to larger and more complex goals.

4 Use a Systems Approach

A systems approach segments your goals into different areas of your life. This goes beyond your average goal setting because it aligns an area where you want to get something done with the value that will be realized when it's accomplished. For example, my systems approach includes a project system, skills system, health and wellness system, home

maintenance system and organization system.

5 Always be Adjustable to Situations

It is better to stay open to new insights and opportunities that are becoming apparent as you work through your plans. But it is fine to utilize new information which helps you adapt to learn better ways of getting towards your designated goal. This approach helps you to get flexible with your plan by reducing anxiety.

6 Get to act together

Create or upgrade your online presence by building a website which makes it easier for customers to interact with your products and services. Target benchmarks for identifying your success version, increase the in-house or virtual staff, diversify company offerings and decide which type of positions can help your organization to take it on the next level according to the budget.

7 Progress is just as Important as Results

Every week, check in with yourself about your progress. How much closer are you to meeting your goals? Are you doing everything you can to make your dreams a reality? Be honest and realistic. These check-ins will help you track your growth and pinpoint where there is room for improvement. This will create even more momentum and help you use your time wisely.

The goal-setting process and the journey you take to achieve these goals are just as important as the result you desire. After all, it's the process that gets you where you want to be, not the result itself. If you keep your mind glued to what you haven't yet achieved, you won't be fully present in the journey. Remind yourself to love and appreciate the process of reaching your goals. Honouring the adventuring will help you to stay confident, positive and motivated.



Bagaimana Mengekalkan Kesetiaan Staf Kepada Syarikat

oleh CEDAR Research Team

Perniagaan melibatkan banyak aspek pengurusan yang salah satunya termasuklah sumber manusia. Usahawan sentiasa disarankan untuk tidak melakukan kerja sendirian kerana ia mengakibatkan pengurusan yang tidak efektif. Oleh itu, pentingnya untuk mengambil beberapa staff sebagai sokongan kepada perniagaan yang anda jalankan.

Banyak isu yang melibatkan pekerja tidak kira dalam apa bidang sekalipun. Pekerja juga mempunyai hak mereka yang tersendiri. Jika kebajikan mereka dijaga sebaiknya pasti tidak akan timbul sebarang konflik antara majikan atau tugas mereka. Apa yang boleh usahawan sebagai majikan (pemilik bisnes) boleh lakukan untuk memastikan staff setia dengan anda.

1 Berikan Insentif

Ganjaran boleh diberikan dalam banyak bentuk misalnya pakej percutian, kewangan, penilaian prestasi dan lain-lain yang berkaitan. Insentif yang diberikan ini bukan sahaja sebagai satu bentuk penghargaan kepada pekerja bahkan ia boleh memberikan semangat kepada individu itu sendiri. Pekerja akan lebih bersemangat untuk melakukan yang lebih baik untuk keseluruhan organisasi.

Anda boleh membuat perancangan untuk tempoh memberikan ganjaran tersebut. Ia boleh dilakukan secara bulanan dan dengan memberikan kepada individu tertentu yang menepati piawai. Tidak ada salahnya memberikan ganjaran

untuk membalas segala jasa pekerja. Ia juga sebagai suntukan semangat untuk pekerja terus berusaha maju untuk anda dan perusahaan.

2 Lebihkan Penglibatan Staf

Staf akan merasa dipinggirkan jika diri mereka kurang dilibatkan di dalam urusan syarikat. Ini bakal menimbulkan rasa tidak puas hati di dalam kalangan staf anda. Seeloknya majikan boleh mengajak para staf untuk terlibat aktif dalam apa sahaja agenda syarikat. Keterlibatan sama staf akan memastikan mereka lebih memahami matlamat dan hala tuju syarikat. Jika tidak pasti mereka akan kabur tentang misi yang ingin dicapai syarikat. Penglibatan aktif staf bukan sahaja tanda mereka diterima baik oleh organisasi bahkan dengan semua maklumat yang ada ia akan memungkinan staf untuk tidak hanya melakukan tugasnya sahaja bahkan boleh membantu syarikat secara holistiknya. Perkara negatif seperti rasa tidak puas hati dan dipulaukan juga dapat dihindari.

3 Berikan Latihan Secara Berterusan

Walaupun pekerja anda sudah mahir tetap perlu berikan latihan untuk mereka. Latihan ini adalah untuk memastikan pengetahuan dan kepakaran mereka sentiasa bertambah dari semasa ke semasa. Penting juga latihan ini agar ilmu pengetahuan sentiasa di upgrade menjadi lebih baik. Antara latihan yang boleh ditawarkan adalah yang melibatkan bidang pekerjaan staf anda.

Selain daripada itu boleh berikan latihan luaran seperti kelas pengurusan etika

pekerjaan, pengurusan tekanan dan sebagainya. Ilmu yang umum ini sangat berguna untuk melahirkan pekerja yang produktif.

4 Ucapkan Penghargaan

Ini paling mudah tetapi paling sukar untuk dilakukan. Mungkin agak sukar kerana ia melibatkan gap antara pekerja dan majikan. Tetapi untuk membina hubungan mesra dan sebagai tanda menghargai staf anda murahkanlah ucapan terima kasih dan jangan lupa untuk memberikan penghargaan kepada mereka.

Bukan semua penghargaan perlu diberi dalam bentuk kewangan sahaja sebaliknya dengan ucapan terima kasih dan penghargaan dengan cara pujian yang ikhlas akan menimbulkan rasa senang di dalam hati pekerja. Sebagai majikan yang bijak dan matang anda tidak rugi apapun dengan mengatakan penghargaan dan pujian kepada staf anda.

Mungkin selama ini kita terlepas pandang soal menghargai staf sehingga menyebabkan ramai staf yang lari dan tidak setia dengan kita. Pengurusan staf sangat penting agar mereka kekal setia dan menjadi tulang belakang yang terbaik untuk kita dan perusahaan yang dijalankan. Jika kita menjaga staf dengan baik, staf akan berikan yang terbaik.

Temubual oleh Nursyafiqah Mohd Rafee

SEMBAWANG USAHAWAN bersama

Siti Sarah Binti Shah Nor

Ketua Pegawai Eksekutif



Nama Syarikat
Modvier Sdn. Bhd.

Bidang Perniagaan
Gedung membeli-belah
berkonsepkan kedai pelbagai label

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menerusi atas talian. Saya amat meminati fesyen. Minat saya itu bertambah kuat lagi apabila saya mampu melahirkan jenama sendiri iaitu Ammara. Jenama Ammara saya bangunkan bersama suami, Ashrul Rizman pada tahun 2010. Suami saya merupakan seorang yang gemar membeli-belah secara atas talian pada ketika itu. Maka, teretus idea suami saya untuk memulakan perniagaan jenama Ammara secara atas talian. Jenama itu kemudiannya menjadi popular dan mendapat sambutan hangat dalam kalangan pengikut fesyen sederhana dalam negara.

Penerimaan yang diterima oleh Ammara secara tidak langsung telah membuatkan saya terikut sama. Namun, waktu itu tidak banyak jenama tempatan dalam talian memenuhi pasaran fesyen sederhana dan jenama yang tersedia pula tidak unik. Bertitik tolak dari situ, saya dan suami mencuba mengetengahkan pasaran khusus dengan hasrat mahu mempelopori revolusi jenama-jenama dalam talian dan seterusnya menjadi usahawan yang sebenar.

Alangkah menyeronokkan, apabila pergi membeli-belah di dalam satu kawasan, ia menyediakan pelbagai barangan yang diperlukan. Tidak perlu bersusah payah pergi dari satu kedai ke kedai yang lain. Hanya pergi ke satu gedung, segala-galanya ada. Menyedari akan kemahuan sebegini yang dimahukan oleh ramai orang, Modvier 'hadir' menawarkan kemudahan tersebut dengan menampilkan gedung membeli-belah berkonsepkan kedai pelbagai label.

Modvier yang terletak di Bangsar, Kuala Lumpur merupakan idea yang teretus menerusi gabungan visi dan misi sepasang suami isteri iaitu Siti Sarah Shah Nor dan Ashrul Rizman Sulaiman. Puan Siti Sarah telah berkongsi pengalaman, pengetahuan dan pendapat beliau dalam dunia keusahawanan dengan BizPulse

Bolehkah anda ceritakan secara ringkas tentang perniagaan anda?

Modvier yang ditubuhkan pada tahun 2013 menawarkan pengalaman membeli-belah menarik dengan barangan yang ditawarkan pada harga mampu dimiliki. Modvier menyediakan pelbagai produk termasuklah tudung, aksesori, produk kecantikan dan pakaian daripada pelbagai jenama turut tersedia. Malah, kelengkapan penjagaan diri dari hujung rambut sampai ke hujung kaki semuanya tersedia di sini. Di Modvier, segala-galanya ada. Semuanya di bawah satu bumbung! Penubuhan Modvier telah memberi kesenangan kepada ramai orang terutamanya mereka dalam kalangan penggemar fesyen tempatan. Alhamdulillah, perniagaan kami yang

dibina selama lebih enam tahun telah membuahkan hasil yang positif. Malah, jenama dan label yang terdapat di Modvier pada awal penubuhannya turut ikut sama berkembang maju. Modvier mampu berdiri kukuh pada landasan tersendiri kerana komitmennya dalam melengkapkan keperluan penggemar fesyen tempatan. Malah, kejayaan yang dicapai setakat ini telah meletakkan Modvier sebagai sebahagian daripada penyumbang kepada pertumbuhan industri fesyen berskala sederhana dalam negara.

Apakah yang mendorong anda untuk menceburi perniagaan sekarang?

Sebelum Modvier ditubuhkan, kami terlebih dahulu berjinak-jinak berniaga

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

Sebelum terlibat lebih serius dalam perniagaan yang diusahakan pada masa ini, kami terlebih dahulu melakukan pemerhatian terhadap segmen pelanggan yang berpotensi. Saya mendapati ramai pelanggan suka berbelanja dalam satu kedai yang menawarkan kepelbagaian produk dan jenama. Pendek kata, mereka suka membeli-belah dalam satu gedung yang menawarkan pelbagai barangan daripada berjalan dari satu kedai ke kedai lain.

Melihatkan kepada situasi itulah, maka teretus idea saya untuk menubuhkan

sebuah kedai berkonsepkan pelbagai label di bawah satu bumbung. Saya suka idea perkongsian pelanggan dalam membeli-belah, lebih-lebih lagi saya berasakan bahawa sesebuah jenama itu boleh belajar antara satu sama lain dalam satu komuniti yang boleh dikongsi.

Pada tahun 2013 kami mempergiatkan lagi strategi perniagaan dengan menubuhkan Modvier yang beroperasi di Bangsar, Kuala Lumpur. Hasil kejayaan ini, banyak jenama telah memasuki label di bawah Modvier. Sehingga kini Modvier sudah berjaya mewujudkan pelbagai kedai di atas label masing-masing antaranya Eliya Boutique, Rico Rinaldi dan Ilham Echenta. Eliya Boutique kini berjaya membuka SHOPAT22 di Bangsar, Kuala Lumpur; Rico Rinaldi berjaya membuka PHYSICON di Bangi, Selangor; dan Ilham Echenta berjaya menubuhkan DAMURA di Bangi, Selangor.

Menyentuh mengenai pemilihan jenama, jenama yang terdapat di Modvier menampilkan kelainan dari segi rekaan agar nilai eksklusif yang menjadi identiti setiap pereka dapat dikekalkan. Harga yang ditawarkan pula ialah harga mampu dimiliki oleh sesiapa sahaja. Inilah ketetapan yang saya buat apabila perniagaan ini dimulakan. Saya mahu perniagaan ini memudahkan penggemar fesyen untuk datang berbelanja di bawah satu bumbung. Secara tidak langsung, pelanggan yang berkunjung ke Modvier dapat mengenali jenama fesyen lain. Pada masa sama, pengunjung dapat mengikuti perkembangan fesyen terkini yang menjadi ikutan.

Apakah perancangan Modvier pada masa akan datang?

Kami merancang memperluaskan kedai butik vendor Modvier ke Singapura, Brunei, dan London. Jenama-jenama ini



Sumber daripada Internet

semakin besar dan lebih stabil selepas berada di bawah sayap Modvier. Sehingga kini Modvier tetap berpegang pada prinsip iaitu menyediakan perkhidmatan terbaik untuk jenama. Perkhidmatan kami ini pula meliputi penyediaan ruang pagar dan sewa, stok dan perkhidmatan inventori dan pemasaran pada semua akaun media sosial.

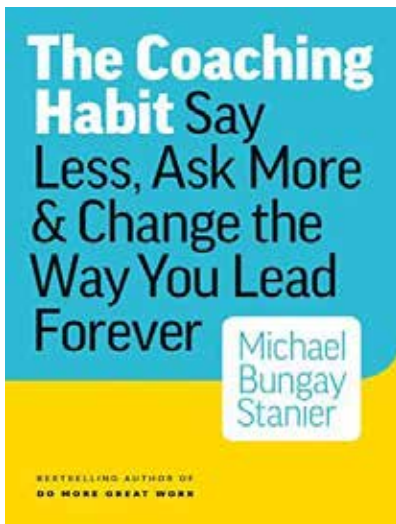
Semasa Modvier ditubuhkan, hanya 20 vendor sahaja dimiliki. Tetapi setelah beberapa tahun beroperasi, bilangan vendor semakin berkembang sehingga memiliki sebanyak 98 jenis jenama dan label termasuklah jenama kecil-kecilan. Menerusi penglibatan jenama dan label-label tersebut di Modvier, secara tidak langsung vendor - vendor berkenaan berjaya memperkenalkan produk kepada pelanggan dalam kalangan berpendapatan sederhana. Pendek kata, Modvier menjadi platform kepada mereka untuk memasarkan produk.

Pada masa kini, kebanyakan jenama yang bermula dengan memasarkan produk di Modvier telah berjaya meraih jualan memberangsangkan. Daripada jenama mereka tidak dikenali, sehinggalah kini telah pun berkembang maju. Ini semuanya hasil kerjasama dan matlamat untuk berkembang lebih besar secara bersama-sama. Alhamdulillah, semua jenama ini ada di dalam keluarga Modvier. Modvier bukan sahaja menjadi platform memperkenalkan produk, penjenamaan atau pemasaran semata-mata, malah turut berjaya memupuk banyak jenama baharu seperti Kree, Ilham Echenta, Bella Ammara, Nealofar oleh Naelofa, dan Tudung Ruffle.

Melihat kepada kepesatan dan perkembangan perniagaan, syarikat menasak jualan pada tahun ini meningkat sekali ganda berbanding tahun sebelumnya iaitu sebanyak RM7 juta. Sememangnya pada setiap tahun, syarikat sasaran jumlah peningkatan jualan 30 hingga 40 peratus. Saya optimis meletakkan sasaran itu melihat kepada para pereka fesyen tempatan yang sangat proaktif dalam mengeluarkan produk terbaharu mereka. Ditambah pula, di Modvier sekarang ini turut terdapat jenama kosmetik yang dahulunya tidak ditawarkan. Jadi, tidak mustahil jualan dapat dipertingkatkan. Dalam masa sama jelasnya, syarikat akan terus menumpukan usaha bagi menaikkan lagi jenama dan label tempatan melalui platform sedia ada. Buat masa ini, saya sedang menjalankan beberapa projek, termasuklah memupuk perniagaan baharu dan mewujudkan lebih banyak platform kepada perniagaan tempatan dan antarabangsa.



Sumber daripada Internet



Author : Michael Bungay Stanier
Pages : 117 pages
Publisher : Kindle Edition

The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever

In Michael Bungay Stanier's *The Coaching Habit*, coaching becomes a regular, informal part of your day so managers and their teams can work less hard and have more impact.

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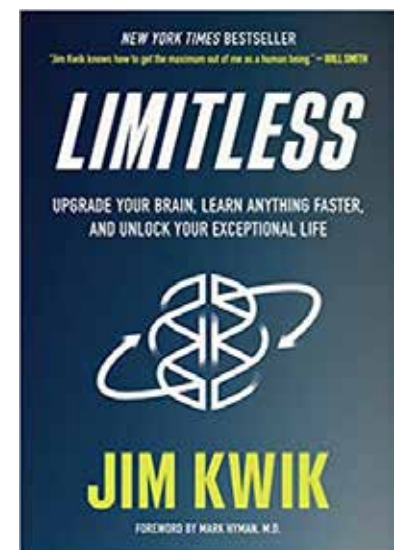
Limitless: Upgrade Your Brain, Learn Anything Faster, and Unlock Your Exceptional Life

JIM KWIK, the world's #1 brain coach, has written the owner's manual for mental expansion and brain fitness. *Limitless* gives people the ability to accomplish more; more productivity, more transformation, more personal success and business achievement--by changing their Mindset, Motivation, and Methods. These "3 M's" live in the pages of *Limitless* along with practical techniques that unlock the superpowers of your brain and change your habits.

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Author : Jim Kwik
Pages : 344 pages
Publisher : Hay House Inc