



A Monthly Bulletin for Entrepreneurs

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COVER STORY

Covid-19: Impact on Malaysian SMEs

Malaysia small and medium enterprises (SMEs) expect no cash inflow for at least three months due to the nation's ongoing movement control order (MCO) to curb the spread of the Covid-19 pandemic. Malaysia's MCO, which was initially scheduled between March 18 and 31, requires non-essential businesses to stop operations while the public has been ordered to stay at home to curb the Covid-19 outbreak. On Wednesday (March 25), Prime Minister Tan Sri Muhyiddin Yassin said the government decided to extend the MCO until April 14 because updates from the National Security Council and Health Ministry indicated an increase in Covid-19 cases.

SME Malaysia said that the biggest challenge for SMEs is cash flow as they evaluate how Malaysia's RM250 billion Prihatin Rakyat Economic Stimulus Package announced by Muhyiddin on Friday (March 27) will mitigate Covid-19's economic impact on them.

According to the statement today, SME Malaysia in partnership with Bizsphere Brand & Marketing Group launched a survey yesterday (March 29) evening that attracted 15,627 SME responses in less than 18 hours. The survey, which had attracted participation mostly via WhatsApp and Facebook, aimed to gauge the sustainability of Malaysia SMEs during the Covid-19 crisis and impact from the MCO on these companies.

Most SMEs are very tight in cash flow. It is expected that there will be no cash inflow for at least three months due to MCO. Yet,

SMEs will still need to continue paying full salary, rental and some statutory payments. Nearly one-third or 33.3% of SMEs can only have enough cash flow for March while 37.8% can only sustain up to April.

There are only 26.3% of SMEs (which) found that government assistance through stimulus packages will help them sustain their business despite the additional allocation of a RM100 billion loan to SMEs under the Prihatin Package. 77.6% of SMEs have yet to apply for the special relief fund.

SMEs are afraid to have high gearing as many of them already have existing loans. The economic uncertainty for the next six months will burden repayment capability and (they) risk going under bankruptcy. 4% out of 22.5% that have applied for the loan have been rejected by the banks.

Since the implementation of the Movement Control Order (MCO) on 18 March 2020 due to the COVID-19 pandemic, the Malaysian government has introduced various stimulus packages to ease the burden of the individuals and businesses in Malaysia. Below are the key measures and objectives to mitigate the immediate impact of COVID-19, support businesses, spur economic growth as well as encourage investment growth:

Restructuring and rescheduling of loans

- Deferment of bank loan repayment until six months and restructuring of credit card balance as well corporate loans

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- 100% stamp duty exemption arising from these rescheduling, restructuring, or moratoriums. The exemption is given from 1 March 2020 until 31 December 2020.

Cash handouts for B40 (lower class) and M40 (middle class) households

- Cash handouts totaling RM10 billion (US\$2.2 billion) will be distributed as follows:
- RM1,600 (US\$366) to households with a monthly income of RM4,000 (US\$916) or less;
- RM1,000 (US\$229) to households with a monthly income between RM4,000 (US\$916) and RM8,000 (US\$1,800);
- RM800 (US\$184) to single individuals aged 21 years and above with monthly income of RM2,000 (US\$458) or below; and
- 500 RM (US\$114) to single individuals aged 21 years and above with monthly income more than RM2,000 (US\$458) and below RM4,000 (US\$916).

Special relief fund to assist the cashflow for Small to Medium Enterprises (SME)

- RM5 billion (US\$1,141 million) to help SMEs in the form of low-interest loans with the interest rate capped at 3.5% per annum.
- Each eligible SME can receive up to RM1 million (US\$226,000) with a tenure of 5.5 years – this includes a 6-months payment moratorium.

Guarantees to corporate entities

- RM50 billion (US\$11.4 billion) guarantee scheme through which each business can receive up to RM20 million (US\$4.5 million).

Human Resources Development Fund (HRDF)

- Companies will be exempted from paying the HRDF for 6 months for all sectors.

Telecommunication services incentives

- RM600 million (US\$138 million) to provide free internet from 1 April 2020, during the lockdown period.

- 400 million (US\$92 million) to expand the telecommunication network and improve the quality.

Food security

- RM1 billion (US\$230 million) is to be distributed to increase the domestic production of agriculture, fisheries, and livestock products.
- A loan scheme for SMEs involved in the food production industry totaling RM1 billion (US\$230 million). The loan scheme is available for a period of eight years at 3.75 percent interest; an eligible SME will be able to receive 5 million ringgit (US\$1.1 million).
- RM40 million (US\$9 million) to help SMEs in the agriculture sector to enable selling their products on e-commerce platforms and therefore to a larger pool of consumers.

Cash handouts to frontliners

- Special monthly allowance for healthcare personnels from RM400 (US\$91) to RM600 (US\$137)
- Special monthly allowance of RM200 (US\$45) for the military, police, civil defense, immigration, firefighters, and members of the voluntary force directly involved in implementing the lockdown.

Wage subsidy

- Companies with workers earning less than RM4,000 (US\$916) per month will be eligible to receive RM600 (US\$137) / RM800 (US\$184) / RM1,200 (US\$276) per month for the next three months depending on the amount of employees. Tax exemptions and deferments
- Travel agencies, hotels, airlines, as well as businesses in the tourism industry, will be given a deferment of their monthly tax installments for 6 months.
- The government has allowed some 750,000 SMEs to postpone the payment of income tax for 3 months.
- Hotels will also be exempted from service tax for 6 months.



Ways to Connect to Your Target Audience

by CEDAR Research Team

As small business owners face stiff odds and ever-increasing competition, seeking effective strategies for ensuring their business success can become a frantic search. Many businesses don't make it past the four-year mark – in fact, according to SmallBizTrends.com, more than 50% of all businesses fail in their first four years of existence.

One of the biggest challenges that you face as a marketer is to reach your target audience effectively. In fact, the main goal of marketing is to convey the right message to the right people. And to do that right, you need to learn how to reach your target audience effectively. If you market your product to the wrong set of people, you'll end up wasting your time and money. You need to figure out a way to reach your target audience to market your products.

Taking the time to research and plan out your marketing campaign strengthens your connection with consumers and improves customer engagement. It's important to have a clear and consistent message in your branding, which makes it easier for consumers to connect to your business. Knowing who will buy your product or service is a key part of creating a thriving business. Businesses need to specifically define their target audience early on. If you are looking to improve the effectiveness of your marketing efforts and boost customer engagement.

Why is it important to identify your target audience?

Getting the word out about your business is important, but each consumer wants something different, so it could be a waste of time to advertise to some groups. Putting more time and resources into a region, demographic or class of buyers who are more likely to purchase your product will help you effectively allocate your marketing budget. At the beginning, most people have a pretty good idea of who will use their product. The more specific you can get [with your strategy], the easier it is to reach those people for less money and also to find new audiences and grow.

It's valuable to know whom your product appeals to. This gives you audience insight and the opportunity to conduct a market

analysis on what your ideal customer looks like. You can also research and study their needs and interests to improve your content marketing strategy. Doing this can help you foster relationships with customers, which can build trust and loyalty while also boosting customer engagement.

Tips for identifying and reaching your target audience

It is key to your business's survival to understand who your consumers are. These are seven tips to uncover and connect to your target audience.

1 Have a concrete plan
To reach your target customer, you first need a definite marketing plan.

The more specific you can be, the more you will get in your conversion rate. To draw up a buyer persona (your target customer profile), consider where your customers get their information, what other interests they have, their social media use, their geographic region and other demographics. You can use your company's Facebook Insights or other social media analytics as a guide. A clearly defined customer profile and marketing plan allows you to reach your target demographic as economically as possible.

2 Create benchmarks
In addition to a concrete plan, one need to set clear benchmarks to track the performances. Start with your goals. You need something to reach for and also something to benchmark against. Set benchmarks for how well your marketing strategy converts leads into customers, what you're spending on your marketing campaign and the revenue you earn as a result. Be sure to track not just the overall results of your marketing, but how specific strategies convert. Create a way to track your marketing so you can determine whether it's reaching consumers.

3 Clarify your message
Marketing is all about message. One of the most common mistakes businesses make is not having a clear message. A lot of business owners typically aren't great at crafting a message because they're so incredibly invested in their business. You should communicate in one sentence or less what you are selling and why someone should care.

Giving your audience a reason to care is an essential part of creating a marketing plan that reaches them. Use your target customer profile to identify their pain points, then create a concise, clear message that focuses on the ways your business solves those problems.

4 Consider strategic partnerships
Part of your target customer profile should be about where your audience can already be found: the media they consume, activities they enjoy and locations they visit. These are places where your marketing is most likely to be seen by your target customers. Think about strategic partnerships. The best place to start in terms of marketing is to think about where these people are already gathered together in one place. To identify potential partnerships, think about what businesses or media channels have already attracted your customers. Look for businesses that aren't competitors but already service those audiences. Then, you can approach them with ideas for mutually beneficial partnerships, such as advertising, joint promotions or discounts.

5 Have a realistic timeline
Though you want to start making sales quickly, a key part of reaching your target customers is having the patience to allow your marketing to work. The biggest mistake businesses make is they don't give something enough time to work. Marketing is like using a personal trainer. You're not going to see results overnight. Your marketing plan should include a timeline, allowing each strategy enough time to succeed or fail before you move on to the next step. This includes being realistic about the time of year and how seasonal changes will affect your customers' needs and interests.

6 Focus on relationships
In many cases, the best way to market is to think less about marketing and more about relationships. Rather than focusing on how you can sell to your target audience, create a plan that builds their trust in your business and shows that you understand them. This process takes time, which comes back to being realistic about how long you should give each part of your strategy to work. It also takes a community, including those strategic partnerships. Marketing is really about building relationships, not just taking, but something you can offer them too. Build a relationship with your clients to show them you're listening to their concerns and interested in what they want.

Source: businessnewsdaily.com



Twitter for Business: Everything You Need to Know [Part 1]

by CEDAR Research Team

From hashtags and pinned tweets to Twitter lists and social media influencers, there's a lot to Twitter. With the right marketing plan, businesses can use the platform to create successful social media campaigns to increase sales, boost brand recognition and increase customer service.

Twitter is a social media and online news platform where people communicate in short messages – up to 240 characters long – called tweets. Founded in 2006, Twitter is now one of the most popular social media platforms in the world. Whether you're new to Twitter or want to start using the platform to boost your business, here's everything you need to know about it.

Setting up Twitter for business

There are six parts to a Twitter profile – a Twitter handle, a username, profile picture, bio, header image and pinned tweet. All these elements should work cohesively to create an accurate representation of your business.

Your Twitter handle is your @name and is your identifier on Twitter. It can have up to 15 characters and should help people find your business easily. Your profile photo should visually represent your business and brand. Your profile photo is displayed on your profile and in every tweet you post. For your bio, you have 160 characters to describe your business. Include information such as your location, business hours and a link to your website. The header image behind your profile picture can be used to highlight promotions, events or news about your business.

Lastly, your pinned tweet is the first tweet people see when they visit your profile. You can change your pinned tweet whenever you want.

Twitter terminology

- **# (Hashtag):** A hashtag (#) is used to index words or phrases on Twitter. When you click on a hashtag, Twitter automatically searches for other Tweets with the hashtag. This makes it easy for people to follow topics and events.
- **Bookmarks:** In February 2018, Twitter introduced Bookmarks. This button allows you to save tweets you want to look at later. This is particularly helpful if you want to read an article or watch a video but don't have time at the current moment. (Previously, you had to like the tweet to save it for later, and your followers could see what tweets you liked.)

- **@:** Like other social media websites, the @ symbol is used to tag or mention other users.
- **Block:** You can block other accounts on Twitter. If you block an account, they can't follow you, add you to Twitter lists or see your tweets. You also won't see their tweets.
- **Direct messages (DM):** You'll often hear people refer to direct messages as DMs. This option allows you to privately chat with someone individually. If a customer has a question, they can ask you via a DM. There is no character limit on DMs, so you can respond using as many characters as you need. However, if someone you don't follow messages you, their message will show up in the "requests" folder. You can change this in your settings.



- **Follow:** When you follow an account, you're subscribing to them. Once you follow someone, you'll see their tweets in your timeline.
- **Followers:** Twitter users who follow you and see your tweets in their timeline.
- **Trending topics:** You can see current trending topics on your Twitter home page in the trends box on the left-hand side.
- **Home timeline:** Your timeline displays the tweets and retweets of the people you follow as well as promoted tweets.
- **Like:** You can like a tweet by clicking the heart symbol under the tweet. All of your likes can be found on your profile.
- **Lists:** You can make public and private lists of other users you find interesting. With lists, you don't have to follow the users you include. Lists can help you organize your following list. For example, you may make a list of local news outlets or NYC writers, your competitors, influencers in your industry or important customers.
- **Retweet:** Retweeting is similar to sharing someone's post on Facebook. If you like a tweet and want your follows to see it, you retweet it. Then, the tweet shows up on your followers' timelines and your profile.
- **Trends:** Trends are a topic or hashtag that is popular on Twitter. You can tailor trends to reflect what's popular in your location or who you follow.



Tools of Twitter

Keeping your account(s) organized needs to be a priority. There are many native and third-party clients you can use to manage your tweets. Two popular third-party tools are TweetDeck and Hootsuite.

- **TweetDeck:** TweetDeck is free to use and has a sleek user interface with customizable columns where you can organize lists, notifications and your own feed. You can also track hashtags in separate columns, schedule tweets in advance (something you can't do on the Twitter website or mobile apps) and add multiple Twitter accounts to manage several users at once. TweetDeck is browser-based and is accessed via the web; it is owned by Twitter.
- **Hootsuite:** Hootsuite, which lets you manage other social media accounts besides just Twitter, operates similarly to TweetDeck. It is arguably not as sleek or simple as TweetDeck's layout, as Hootsuite uses tabs for each profile you connect to it. Hootsuite offers a free version; after that, the pro version costs \$9.99 per month. Users can schedule tweets in Hootsuite in a similar manner to TweetDeck.

Twitter itself and Hootsuite have mobile apps for use on a smartphone or tablet, plus you can add multiple user accounts.

Twitter tips and tricks

- **Don't buy followers.** You can purchase followers from certain services to beef

up your follower count. While it may be tempting to make it look like you have more followers than you actually do, it's not worth it. The followers you get aren't real, and therefore won't interact with your brand.

- **Go mobile.** The Twitter mobile apps are incredibly well integrated with the web platform, so the transition from tweeting on your computer to tweeting from your smartphone or tablet is almost seamless.
- **Add a Twitter widget to your website.** Show everyone who visits your website that you're active on social media by embedding a Twitter widget on your page. To create a Twitter widget, go to <http://twitter.com/settings/widgets> and click Create New. You'll be directed to a page where you can customize what you want visible in your widget. You can make a widget out of your own timeline of tweets, the tweets you favourite or lists you've created. You can even do a search for a specific hashtag. You can then adjust the size, link colour and theme of your widget. Once you're happy with your new Twitter widget, simply click the Create Widget button and you'll be redirected to a new page that contains the HTML code necessary for embedding the widget on your website.

- **Embed tweets on your blog.** If your brand's website has an active blog, embedding tweets can showcase any fun tweets you shared or tweets from your loyal followers. This is a great way to incorporate your social media accounts on your website. To embed a tweet, go to the tweet you want to share and click on the More tab in the upper right corner. A dropdown menu will appear; choose Embed Tweet option, and it will take you to a new page with the appropriate HTML code. From there, just copy and paste the code where you want it to appear.

Source: businessnewsdaily.com



BUSINESS ALERT

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

OIL, GAS AND ENERGY (Average USD18.7 / Brent Crude)



OUTLOOK: NEUTRAL

- Players in the oil and gas (O&G) industry have yet to fully recover from the previous oil price rout, let alone from the effects of trade war and the coronavirus (Covid-19) pandemic. And yet they continue to be bludgeoned, by the oil price war between Saudi Arabia and Russia and most recently, Brent oil price touching lows that have not been seen in the past 20 years.
- Just as how Covid-19 is an unprecedented crisis holding global economies at its mercy, the tumbling oil price on the back of a massive crude glut is equally unparalleled in the history of oil price downfalls, triggered by the historic sub-zero fall of the West Texas Intermediate (WTI) price to a negative US\$37.63 a barrel on Monday.
- It took around 20 months for the Brent oil price to drop from US\$110 per barrel in 2014 to US\$30 per barrel in early 2016, roughly a 73% drop in a two-year period.
- There may be expectations that slight recovery would be expected in the second half of 2020 (2H20) but on a whole, 2020 would be a lost year for most industry players. Their best bet for things to pick up would be in 2021.
- Kenanga Research expects the sector to remain sluggish throughout most of 1H20, before possibly seeing slight recovery in 2H20. A number of players would still be profit making albeit with lower earnings. Bulk of the losses would come from the offshore fabrication or offshore service vessels (OSV) sub-segments.

HEALTHCARE



OUTLOOK: NEUTRAL

- Some private hospitals, clinics, and pharmacies in Malaysia have recorded steep revenue drops by at least 50 per cent during the Covid-19 crisis. The Malaysian private health care sector is also bracing for the retirement of senior medical practitioners at this time, while many general practitioner (GP) clinics and community pharmacies are considering layoffs.
- Medical professionals predicted that the economic impact of the coronavirus pandemic on the private health care industry in Malaysia may last for at least three months, and up to a year, beyond the end of the Movement Control Order (MCO) on April 28. Private spending comprises almost half of total health expenditure in the country.
- Patient loads at private hospitals have dropped by 70 to 80 per cent, and over 50 per cent at GP clinics, since the MCO began on March 18. Medical professionals expect patients to continue avoiding health facilities even after the partial lockdown is lifted, while medical tourists may also stay away because of lockdowns around the world.
- Apart from local patients, the virus as well as the MCO have hindered international patients from visiting private hospitals, as Malaysia imposed a restriction on tourists as part of the MCO.

BUSINESS SERVICES



OUTLOOK: NEUTRAL

- Containers stuck at the nation's ports are being cleared, easing the congestion caused by the implementation of the movement control order (MCO) to halt the spread of Covid-19. However, both raw materials and finished goods are now piling up in warehouses as some companies face difficult export conditions and are not manufacturing goods during the MCO period.
- According to Federation of Malaysian Freight Forwarders (FMFF), freight forwarders – whose services have been deemed as essential services during the MCO – have been moving cargo for businesses that have received the green light to do so from the ministry of international trade and industry (Miti).
- However, the goods that once occupied these containers are now filling up third-party warehouses in the country, which are already seeing a greater volume of finished goods entering their doors as companies, especially those in the manufacturing industry, are unable to export their goods due to lockdowns abroad.
- As it stands, there are 50,000 twenty-foot equivalent units (TEUs) still stuck at the port. The bulk of these containers contain materials for the construction and automotive industries. This translates into around 50% of Port Klang's import storage capacity, a far cry from the 20,000 TEUs typically left in storage prior to the MCO. Before the MCO, we were clearing about 10,000 TEUs a day, and now we are clearing about 5,000 to 6,000 units a day.

TOURISM



OUTLOOK: NEUTRAL

- This year, tourism was supposed to boom like never before. Worldwide, the advertising drive for the big campaign “Visit Malaysia 2020” was set in motion. The Southeast Asian country was expecting around 30 million tourists and revenues of a solid €20 billion (\$21.5 billion). However, the COVID-19 pandemic has put a damper on all of this, particularly affecting the more than 3.5 million people working in the tourism industry.
- Until recently, most visitors came from Singapore, Indonesia and China. But the Southeast Asian country was also becoming increasingly appealing to European tourists. Since the entry ban, many hotels are struggling to survive. It can be said that Malaysia will lose at least 60% of its tourism business by 2020. The result: wage cuts and unpaid holidays. This is the only chance to save jobs. But often, smaller hotels cannot afford this. Thousands of employees in the industry will find themselves on the street.
- To support the businesses, some hotels are being used as quarantine centers for Malaysians returning from abroad. The government promised the equivalent of €30 per room per night. More than 23,000 rooms appeared on the list. They were nevertheless not fully occupied.
- The situation is similarly dramatic in the catering industry. Bars, which in this Muslim country are mainly frequented by expats and tourists, are temporarily closed. Thousands of restaurants are facing bankruptcy.

COMMUNICATIONS CONTENT AND INFRASTRUCTURE



OUTLOOK: NEUTRAL

- The Ministry of Communications and Multimedia (KKMM) remains committed to develop the digital creative content industry and to ensure that companies can sustain their business and recover quickly once the Movement Control Order (MCO) is lifted. KKMM is looking into providing dedicated support for the creative sectors under its supervision, specifically for those that have been particularly hard hit by the MCO.
- As an immediate measure, digital creative content companies can consider two ongoing programmes that may provide some relief, namely the Digital Content Grant (DCG) and Digital Content Creators Challenge (DC3) programme. The DCG is designed to support local digital creative content companies in producing and commercialising their ideas to create a sustainable digital content ecosystem for job creation and market expansion, boost talent development, and generate Malaysian-owned intellectual properties.
- The DC3 is a platform that enables local creatives to hone their creativity and develop new concepts to accelerate the development and commercialisation of these ideas into world-class digital content. The animation and game industries need to reassess the current business models, adapt to the new normal, and collectively re-energise the digital creative content ecosystem post-MCO. Therefore, MDEC plans to initiate and encourage cross-collaborations between non-related industries that will nurture new growth tracks, as there are many upcoming opportunities in the new digital playgrounds, immersive content space and digital distribution platforms.

WHOLESALE AND RETAIL



OUTLOOK: NEUTRAL

- The Malaysian retail industry is expected to record a 5.5% decline in sales this year, its first contraction in over 20 years, due to business disruptions caused by the Covid-19 pandemic.
- Retail Group Malaysia (RGM) in its latest report said business for the first quarter of this year dropped 18.8%, while sales in April is projected to plunge 60.7%. The whole month of April remains under the movement control order (MCO). Essential retailers continue to open with strict social distancing measures implemented by operators.
- A small number of non-essential retailers are allowed to open during the last two weeks of April. Assuming the domestic economy will recover from the second half of this year, Malaysia retail industry growth rates for third and fourth quarters will be 2.5% and 3.3% respectively.
- In Malaysia, household consumption levels have more than halved since the MCO. The latest statistics released by the Department of Statistics showed that average monthly household expenditure has fallen by more than half from RM6,317 to RM2,817.

What are the Warning Signs That You're About to Lose a Client?

..... by CEDAR Research Team

Getting customers is expensive, so once you've won them, you want to be sure you keep them for the long haul. All business relationships come to an end at some stage, that's just the way of the world. We might work with someone for years, but at some stage, they might decide they need a new supplier. There could be many reasons, some yours, some theirs, but most of the time this ending of a business relationship can come as a surprise and a shock and it can damage your business. Here are seven warning signs you may be about to lose a customer.

1 They start complaining
Sometimes you hear that a complaining customer is actually a good thing because they're engaged in your company. While that might be true in academic circles, business owners know that people have better things to do than call you when things aren't working. They get annoyed if they have to spend part of their day trying to get something working.

If you find that one of your customers is calling more frequently and the problems seem to be relatively small, that could be a sign that they're unhappy with your business. As with any complaint, fix it fast and give them over-the-top service. Don't make them wait, and for your larger customers, be personally involved in the resolution process.

2 They become evasive when you start talking about future projects
In the past you may have discussed the projects you will be working on for your client in the coming year and now these discussions are brushed aside, or not responded to in a meaningful way. This can mean that they see no future with you in their business, or it could simply mean that there are things happening in the business that are going to affect the future, like a sale, a restructure or a new boss. They don't quite know what that means to them or to you but they are not in a position to talk about it.

3 They gave no response
A complaining customer is bad but a customer that says nothing is even worse. Maybe you sent an e-mail, texted, or called but got no response. That's a really bad sign and one that should be

rectified right away. If calls and e-mails aren't working, making a trip to the business or job site is the next step. A customer who is ignoring you is likely in negotiations with somebody else. Of course, you shouldn't let things get to the point of no response. For larger accounts, communicate with them often and for the smaller customers, find reasons to create touch points as well.

4 They stop taking your advice
This is an interesting one and it can indicate a loss of confidence in you and the advice you give and the work you do. There is nothing wrong with a client that challenges you, personally, I like that, but if they start to ignore your advice without discussing it, or even worse if they stop asking you for your advice, there is trouble brewing.

5 They starts to compare
How often do you hear something like, "The other provider does this but you don't." Clearly, your customer is looking at other companies to service them. If that's the case, it's time to go back to the sales process and listen to what they want, renegotiate your deal, and make them happy again. Be warned—this is not a time for defensiveness. Put yourself in the place of your customer. Somebody is probably charging them with finding the best service for the lowest price. Be a partner in that process.

6 They unsubscribes from E-mail lists
Marketing e-mails quickly get annoying when a person's inbox ends up overrun with them but it's definitely worth

looking into if a client unsubscribes from your e-mail communication. First, make sure you're using a program that allows the person to give a reason why they're unsubscribing. If they don't provide a reason, make a call and find out if everything is ok.

7 They start to quotes the contract
As soon as your customer starts sounding more like an attorney and less like a customer, there's a problem. If they're looking at the contract and quoting line items, they're clearly unhappy. Instead of getting into a discussion about what the contract does or doesn't say, ask them more personal questions. Are they unhappy? What is the lack of service that is causing them to look at what they're entitled to? Once you find the truth, assure them, and remind your employees that you're a business that surpasses the terms of the contract. They will always get more than the contract states and if there's a problem, they should bring it up right away rather than figuring out what they're entitled to.

Any of these points alone could indicate that you have an issue with a client that could get worse. Customers still value strong service along with a great product but that includes cultivating and maintaining the relationship. By staying on top of the relationship, when problems arise you'll hear about them before the customer is in the place of making a decision to stay or leave. As the old cliché says, sometimes the best defence is a great offense.

Source: businessknowhow.com



7 Ways To Apologize The Right Way

by CEDAR Research Team

"I am sorry."

Three simple words, yet they can be so hard to say, and so very powerful. These words, if said properly, can be the first step in making amends, correcting wrongdoings, and gaining back trust. One thing we have to learn in life is that NO ONE is perfect.

While it's easy to see the flaws and faults in others, we often wear blinders when it comes to our own behaviour and its effect on others. Recognize that you're going to make mistakes, and when you do, sometimes your words and actions will negatively impact those you care about most. Here are seven ways to apologize correctly next time you make a mistake.

Own the Mistake

Placing blame or trying to justify your actions will only diminish the power of your apology and hurt your credibility. Using excuses to justify your mistakes will only intensify the feelings of rejection, animosity, anger, and pain. Simply own your mistake. Acknowledge what you should have done differently and commit to making a change in the future.

Be First to Apologize

If the mistake or wrongdoing was a result of a joint effort or collaboration of people, be the first to apologize. When you break the ice, you give permission to others to do the same. You also create an expectation that others at fault should apologize when mistakes are made. It shows you have courage and confidence in your decision. Lastly, it grants courage to others afraid of how an apology may be perceived.

Consider Your Words

Before rushing into an apology, consider how the receiver will interpret what you're saying and how you say it. What we say when admitting a mistake can affect the trust we establish in the relationship moving forward. If we don't consider our words carefully, we can add insult to injury and further jeopardize our connection.

A simple "I'm sorry" goes a long way. When said in a heartfelt, meaningful way, it resonates with your team allows them to experience the authenticity in your apology.

Don't Delay

Sometimes when we make a mistake, we tend to delay our apology to spare ourselves embarrassment or allow time for the situation to diffuse. Rarely does this work as planned. If anything, taking too much time to apologize causes further hurt and frustration. If you can't apologize face-to-face, don't wait. Pick up the phone and make immediate contact. If all else fails, draft an eloquent hand-written letter.

Break the Cycle

Sometimes, leaders recognize they've offended someone, for which they are regretful. The problem is, they don't know how their actions were offensive, better yet, how to prevent it from happening again. Feedback can be your best tool. Seek feedback from someone you trust who will listen to the situation and help you better understand it from the perspective of the offended. Perhaps your mistake had unintended consequences not immediately obvious. Someone else can help you see it from everybody's point of view.

Make it Personal

The method of apology is as important as the message itself. Recognize when a mistake requires a face-to-face admission and don't rely on technology to do your heavy lifting. Look them in the eye and apologize. If face-to-face interactions aren't possible, pick up the phone. Let the offending person hear your voice and acknowledge your sincerity. Just don't hide behind the screen if the opportunity to look those offended is available.

Credibility Matters

Forgiveness is not a given. If you have a habit of making mistakes or transgressions, it's not likely you'll rebound

with forgiveness quickly. Be patient and recognize consistent behaviour executed over time is the only way to rebuild trust and credibility. One way to journey back to favourability begins with humility. Remain humble and listen to others as they share their feelings and reactions to your mistake.

All of us make mistakes. Acknowledging those mistakes while taking ownership demonstrates responsibility and maturity as a leader. Apologies allow us to build a stronger, trustworthy relationship with those we lead. They help us grow as professionals and in our roles as leaders. Apologies provide us opportunities to demonstrate our human, more relatable side to those we wish to influence. Owning mistakes sets a great example for our team and creates a safe space for them to do the same.

Apologies are something we love to receive and hate to give. And especially as a leader, they are tough. They require a great deal of humility, which challenges your pride and ego. They are an open admission of failure and wrongdoing, but when delivered with sincerity, they hold power. No one is perfect. Leaders are no exception. It's how they react to those mistakes that either earns or costs them credibility and trust with others.

Unfortunately, too many leaders give superficial apologies loaded with excuses and blame. They become defensive and or attempt to justify their actions. Apologizing for the sake of apologizing is an ungentle insult to those wronged. If you want to be taken seriously in your company, it's important to know why an apology is necessary and to deliver it in a way that's heartfelt and honest.

Source: businessknowhow.com



Temubual oleh Nursyafiqah Mohd Rafee

SEMBAWANG USAHAWAN bersama

Siti Salwa Abdul Ghani

Ketua Pegawai Eksekutif



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Jika kebanyakan wanita lebih gemar menceburi bidang perniagaan fesyen, kosmetik dan kecantikan, lain pula dengan Siti Salwa Abdul Ghani. Wanita berusia 37 tahun ini cenderung menceburkan diri dalam perniagaan beras berbanding menjual produk yang dikaitkan dengan kecantikan wanita. Inayu Global Sdn Bhd kini aktif mempromosikan beras premium terkemuka negara, jenama Royal Mithas dan Sri Chengkih setanding beras berkualiti premium antarabangsa. Bidang perniagaan beras sangat sinonim dan dominan dalam kalangan usahawan bukan Bumiputera. Siapa sangka, wanita muda, Siti Salwa Abdul Ghani yang berasal dari Kuala Terengganu, Terengganu ini merupakan antara usahawan beras yang semakin dikenali di tanah air. Puan Siti Salwa telah berkongsi pengalaman, pengetahuan dan pendapat beliau dalam dunia keusahawanan dengan BizPulse.

Apakah yang mendorong anda untuk menceburi perniagaan sekarang?

Minat saya dalam perniagaan ini tercetus kerana wujudnya keinginan untuk meningkatkan penglibatan usahawan Bumiputera dalam industri yang paling asas dan penting bagi Malaysia, terutamanya dalam golongan wanita muda. Dengan adanya lebih ramai penglibatan usahawan dalam perniagaan beras akan memacu industri padi dan beras negara agar berkembang maju serta menjamin keselamatan makanan yang sebenar. Pencapaian dinikmati hari ini adalah hasil usaha untuk memberikan produk beras yang terbaik kepada penduduk di negara ini. Mengimbas kembali detik sebelum melibatkan diri dalam perniagaan beras, semuanya dirancang dengan teliti bersama suami, ahli keluarga dan majikan terdahulu yang menjadi tulang belakang kepada perniagaan yang diusahakan hari ini.

Saya mahu mencabar diri dan berusaha membangunkan produk beras yang sihat dan enak bagi memastikan pengguna akan berkeyakinan bahawa setiap kali mereka makan nasi, mereka menikmati nasi dengan rasa yang memenuhi selera masing-masing. Saya memulakan

perniagaan beras sejak dua tahun lalu selepas melihat potensi perniagaan berkenaan yang cerah, dalam masa yang sama beliau merasakan dirinya bertanggungjawab untuk memastikan orang ramai dapat menikmati beras terbaik.

Boleh anda ceritakan bagaimana situasi di awal penubuhan perniagaan anda?

Bermodalkan RM500,000 saya memulakan perniagaan beras. Saya belajar pelbagai perkara mengenai beras antaranya manfaat, penanaman padi, proses pengilangan dari padi ke beras dan seterusnya proses dari beras kepada nasi. Ia berbeza dengan kerjaya saya sebelum ini yang hanya memenuhi keperluan majikan sahaja. Namun, saya bertuah kerana berpeluang untuk belajar sepertimana ketua saya menerajui organisasi, unit dan jabatan dengan baik.

Dengan adanya pengalaman tersebut dan sikap majikan yang tidak lokek untuk membantu telah memberikan inspirasi kepada saya untuk menambah baik kehidupan. Saya tidak mengambil masa yang lama untuk menceburi bidang perniagaan. Selepas melahirkan anak ketiga, saya dipertemukan dengan rakan kongsi Inayu Global Sdn Bhd (Inayu Global).

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

Selain fokus kepada perjalanan perniagaan, saya juga menekankan kepada kualiti beras yang dihasilkan untuk memenuhi permintaan orang ramai. Inayu Global juga mendidik pengguna mengenai beras terutamanya jenis beras basmathi yang kaya dengan mineral. Variasi beras panjang dan istimewa itu juga bebas sistem gluten dan rendah kandungan kanji dapat membantu mengurangkan



Sumber daripada Internet

risiko penyakit seperti diabetes. Kami bernasib baik kerana ketika ini orang ramai mementingkan gaya hidup yang sihat dan mementingkan pemilihan beras untuk diet harian. Jadi, kami memenuhi permintaan mereka dengan menyediakan beras yang berkualiti dengan harga yang berpatutan.

Tambahan lagi, penduduk di Malaysia dan negara Asia lain menjadikan nasi sebagai makanan ruji dan wajib dalam kehidupan mereka. Kami komited untuk menggalakkan mereka mengamalkan gaya hidup lebih sihat dan mendidik mereka mengenai pelbagai pilihan beras istimewa kami untuk keperluan pemakanan yang berbeza seperti kategori beras Super Spesial Tempatan (SST) dan kategori beras istimewa seperti basmathi.

Bolehkah anda kongsi produk perniagaan anda?

Antara jenama beras yang dikeluarkan oleh Syarikat Inayu Global ialah Sri Chengkih terdiri daripada Sri Chengkih Super Spesial Tempatan dan Sri Chengkih Thai Chai Nat (Super Import). Manakala Sri Chengkih Rozana Superior Basmathi Panjang, Royal Mithas Gold dan Royal Haryana Gold akan dipasarkan di seluruh Semenanjung dalam suku pertama tahun 2020. Beras kategori SST ini diperolehi daripada pengilang tempatan dan bagi kategori beras basmati, ia diimport dari Pakistan dan India. Kami mengutamakan penghasilan beras yang berkualiti dan tekstur nasi yang lembut, gebu, tulen dan beraroma dalam setiap suapan pelanggan kami.



Sumber daripada Internet

Inayu Global menyediakan empat jenis beras yang didatangkan dalam pelbagai saiz iaitu dari pembungkusan 2 kilogram (kg) sehingga 10kg pada harga yang berpatutan dari RM13 hingga RM45. Pada peringkat permulaan, Inayu mengeluarkan beras kira-kira 5,000kg (5 tan metrik) sahaja sebulan namun meningkat dari semasa ke semasa. Ketika ini, kami mengeluarkan 250 tan metrik sebulan untuk memenuhi permintaan pelanggan kami yang terdiri daripada beberapa pasar raya besar seluruh negara termasuklah rantaian Pasar Raya Pahang Darul Makmur.

Apakah perancangan anda pada masa akan datang dan apakah aspirasi perniagaan anda?

Jika musim perayaan dan cuti sekolah permintaan beras akan meningkat tiga kali ganda. Untuk mengukuhkan kedudukan sebagai pemborong, pengedar dan pembekal beras, kami akan memasuki beberapa lagi pasar raya baharu dan menambah bilangan pelanggan yang terdiri daripada hotel, restoran dan pengusaha catering menjelang akhir tahun ini.

Dalam perniagaan, perkara paling penting ialah perlu mempunyai matlamat yang jelas. Secara tidak langsung, kita perlu ada hala tuju dalam perniagaan. Jangan berhenti belajar, jaga etika kerja, pelihara hubungan dengan kakitangan dan pasukan serta bagaimana anda membawa diri ketika bertemu pelanggan. Saya ingin menasihati kepada mereka yang mahu menceburkan diri dalam bidang perniagaan supaya tidak putus asa dan jangan takut gagal.

Saya berdepan dengan pelbagai jenis ragam pelanggan yang juga pasar raya ternama telah menolak kami mentah-mentah ketika cuba mempromosikan beras Inayu Global. Penolakan itu tidak mematahkan semangat saya kerana yakin beras keluaran Inayu Global boleh berjaya di tempat lain. Kini, Inayu Global bukan sahaja menjadi pembekal beras yang berjaya, malah turut memberi peluang pekerjaan kepada anak muda tempatan selain menyediakan alternatif kepada pengguna untuk mendapatkan beras.

Sumber: bisnessinar.com



Sumber daripada Internet



Author : Donald Miller
Pages : 240 pages
Publisher : HarperCollins Leadership

Building a Story Brand: Clarify Your Message So Customers Will Listen

New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's Story Brand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services.

Read on to discover the key elements of Building a Story Brand and how you can use them to transform your marketing messaging and build or

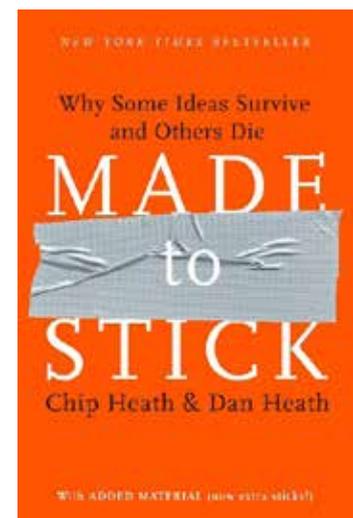
reshape your brand to be a customer magnet, where they are a hero evolved into greatness and you/your brand are their beloved guide. Building a Story Brand teaches readers the seven universal story points all humans respond to; the real reason customers make purchases; how to simplify a brand message so people understand it; and how to create the most effective messaging for websites, brochures, and social media.

Whether you are the marketing director of a multibillion dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a Story Brand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

Made To Stick: Why Some Ideas Survive and Others Die

In Made to Stick, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous “kidney theft ring” hoax to a coach’s lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits.

Made to Stick will transform the way you communicate. It’s a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, Made to Stick shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.



Author : Chip Heath & Dan Heath
Pages : 291 pages
Publisher : Random House