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**INSIDE THIS ISSUE**

COVER STORY

# STRATEGIES FOR SMEs IN 2017

..... by Dr Ghaz

Throughout 2016, **BizPulse** has covered several issues affecting Malaysian SMEs in the hope of enlightening and enriching them with information in support of their day-to-day business decisions. From the fall of the global oil price, the emergence of FinTech, the Ringgit volatility, the Brexit vote and up till the U.S. presidential election, 2016 has certainly been a tumultuous year for the global economy with severe implications cascading down upon our SMEs. Although the unrelenting negative circumstances have not been comforting, but perhaps we could still take some consolation that the experiences faced this year, have better prepared us for the more challenging 2017. As the old adage goes, "smooth seas do not make good sailors".

As we usher in the Rooster next year, this issue of **BizPulse** shall discuss some outlook and strategies that the SMEs could possibly explore in ensuring sustainable growth and business survival in 2017.

**SMEs ECONOMIC OUTLOOK FOR 2017**

Looking at the Malaysian economic prospect, the government is projecting 2017 to be a slightly better year than 2016 with the country's gross domestic product (GDP) expected to grow between 4% and 5% in 2017 as compared to between 4% and 4.5% in the current year. However, this growth would only be realisable with the economy solidly driven by a strong domestic demand, supported by government initiatives such as the BR1M cash-handout to low-income households as well as infrastructure projects such as the Pan Borneo Highway, Refinery and



Petrochemical Integrated Development Project (RAPID), MRT Line 2 and the East Coast Railway Line (ECRL), to name a few. As a small open economy that relies significantly on global trade, the actual economic performance of our country would still be vulnerable to any major shocks to the global socio-economic political landscape.

In the latest Issue of the World Economic Outlook (WEO), the International Monetary Fund (IMF) projects the global economy to record a subdued growth of 3.1% in 2016. This projection took into account the downside risks affecting the financial market following the Brexit referendum, weaker-than-expected U.S. activity and a slowdown in China's economy.

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On the other hand, the IMF anticipates the global economy to recover in 2017 with a growth of 3.4% as sentiment towards emerging economies improves, expectation of lower interest rates in advanced economies, reduced concerns over China's near-term prospects and some firming in commodity prices.

Nevertheless, there are some concerns over the rise of "inward-looking-policies", as we had observed in the U.K and the U.S, which could potentially offer ramifications on global trade flow and integration.

On the home front, there is still aplenty that the SMEs could look forward to in the

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**PERSPECTIVE**

# Industry Risk Scanning: Healthcare Sector – Private Hospitals

by Raja Shahrman Raja Harun Al Rashid

The Malaysian healthcare industry is experiencing steady growth, rapidly expanding to meet the needs of society. In 2012, the domestic healthcare market was valued at RM6.8 billion and is estimated to grow to RM15.1 billion by 2016.

## FACTORS FOR THE INCREASING DEMAND FOR BETTER HEALTHCARE

### □ AGEING POPULATION

- Population ageing due to steady increase in longevity rate and declining fertility.
- Number of older people is expected to double up to more than 3.4 million by 2020.

### □ INCREASING URBANISATION

- Increasing urbanisation is accompanied by growing consumer awareness and expanding middle-class society.
- About 2.6 million people are expected to move from rural areas in Malaysia between 2013 and 2018, which explains the prevalent locations for private healthcare i.e. hospitals.

### □ INCREASE IN AWARENESS OF HEALTHIER LIFESTYLE AND PRIVATE INSURANCE

- The growing middle-class society is more aware of the value of a healthier lifestyle which leads to growth in health check-ups.
- The awareness of the need for private insurance also allows for more access to private hospitals.

### □ THE POPULARITY OF MEDICAL TOURISM IN SOUTHEAST ASIA

- 'Travelling patients' are visiting Malaysia for low-cost quality medical services and treatments that are either not available or prohibitively expensive within their own country e.g. Indonesia, India, Japan, etc.
- Patients in neighbouring countries are attracted by the short travel time, wide range of services, reasonable costs, and cultural compatibility in terms of religion, language and food.

The Government has been the largest provider of the healthcare services for hospital treatments with 70.7% of total hospital admissions in 2014, while the private hospitals represented nearly 30% of total admission. Between 1995 and 2014, the number of public hospitals grew at 19.8% from 111 to 133 hospitals, while the number of private hospitals grew at 11.7% from 197 to 220 hospitals. Nevertheless, the number of beds at private hospitals grew more significantly at 89.2% from 7,192 to 13,608 beds compared to 31.3% growth in the number of beds at public hospitals.

As one of the National Key Economic Areas (NKEAs) under the Government's Economic Transformation Programme (ETP), the healthcare sector is expected to generate 181,000 jobs by 2020 through the ETP projects in the pharmaceutical, biotech and medical devices industry. Additionally, the Government is also intensifying public sector expenditure in the healthcare industry to further develop its infrastructure. This move incorporates initiative to enhance collaboration between public and private healthcare providers. The private hospitals market size is forecasted to grow to RM15.1 billion in 2016 with new hospitals expected to be completed by end of 2016.

## PRIVATE HOSPITALS: KEY CHARACTERISTICS

### □ MEDICAL COSTS

- Higher cost largely due to establishment / maintenance of facilities and services including CAPEX, specialists and medicine/ drugs. The rate of obsolescence for machinery and equipment contribute to higher cost to upgrade to more advanced equipment.
- Costs among private hospitals are difficult to be standardised mainly due to types of treatments, services and infrastructure, including luxuries.

## continue from page 1

coming year. In the recent tabling of Budget 2017, our Prime Minister Datuk Seri Najib Razak had declared the year as the "Startup and SME Promotion Year". This announcement is timely considering the important role that the SMEs are playing in contributing to the nation's GDP. Currently, the SMEs constitute about 97% of the total number of businesses in the country, contributing 36% to the nation's GDP, 65% of total employment and 18% of total exports.

In total, the government had allocated RM6.7 billion for SME development to be implemented by the various Ministries and agencies. Among the key areas that had

received considerable allocations under Budget 2017 include the Bumiputera entrepreneur empowerment, export promotion, as well as the emphasis on digital and creative economy. In this regard, the SME Bank had been allocated RM100 million to implement programmes to empower Bumiputera entrepreneurs.

## STRATEGIES FOR THE SMEs IN 2017

The volatility of Malaysian Ringgit in recent weeks indicates that we are not really 'out of the woods' just yet going into 2017. In such a volatile market environment, the SMEs must be nimble enough in responding to

**QUALITY OF MEDICAL PROFESSIONALS**

- It is believed that the quality is better especially during the recovery stage i.e. post surgery, given the ability of private hospitals to pay for premium expertise.

**QUALITY AND READINESS OF INFRASTRUCTURE**

- Over the years, private hospitals have become increasingly dependent on advanced equipment used for diagnostics and treatments of medical conditions, which were proven to be effective.
- Offer luxury services, e.g. beddings/rooms for VIPs.

**THREATS OF NEW ENTRANTS**

- The Rapid growth in private hospitals comes as a result of Government policy of encouraging the private sector to play a greater role in the healthcare sector.
- Potential entrants looking to take advantage of the prospect of making money with government incentives such as tax exemptions, marketing exposures and other special incentives.

- However, license for private hospitals is difficult to obtain as the applicant need to fulfill certain requirements.

**PRIVATE HOSPITALS: ELEMENTS OF DIFFERENTIATION**

**INITIATIVE TO MANAGE COST**

- A stronger partnership with insurance companies to gauge demands and latest development in healthcare.
- Financial counsellors in private hospitals who could advise patients on estimated medical cost – easier to shop around for the lowest cost.

**TALENT RETENTION**

- Growing concerns over the quality as in many private hospitals in Malaysia; most practitioners were found to be either interns or fresh graduates.
- Good remuneration package should be able to retain expertise.
- Preservation of doctor-and-nurse-patient ratio to maintain the quality of services.

- Staff commitment: Some specialists have engagements in multiple hospitals.
- Nursing training school to ensure supply of quality nurses, such as Sime Darby Nursing and Health Sciences College.

**STRONG SUPPORT FROM PARENT COMPANY**

- Based on the established private hospitals in Malaysia, strong parental support is crucial to ensure adequate financial sustenance for this high CAPEX business.
- For example, KPJ Group of Hospitals, Sime Darby Group and Sunway Group.

**STRONG BUSINESS PLAN**

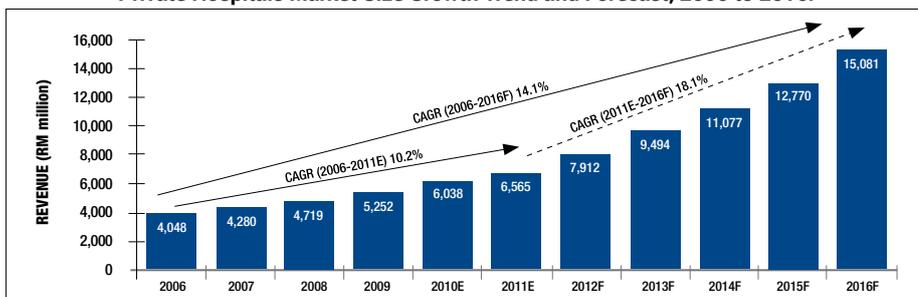
- Private Hospitals should develop a long-term business plan. This should be a blueprint of how the hospital is going to operate in the next first five years, at least.
- In addition to that, an operating and capital budget planning should also be prepared to estimate the income and expenses for the next few years.

Healthcare Expenditure Estimates and Forecast, 2011E to 2016F

YEAR	Total Healthcare Expenditure (RM million)	Public Healthcare Expenditure (RM million)	Private Healthcare Expenditure (RM million)	Public Hospitals Market Size (RM million)
2011E	43,429	18,313	25,115	6,565
2012F	46,782	20,241	26,541	7,912
2013F	51,068	21,513	29,554	9,494
2014F	55,776	22,866	32,909	11,077
2015F	60,639	24,304	36,334	12,770
2016F	65,948	25,833	40,115	15,081
<b>CAGR 2011E-2016F</b>	<b>8.7%</b>	<b>7.1%</b>	<b>9.8%</b>	<b>18.1%</b>

Source: Analysis and Forecast by Frost & Sullivan

Private Hospitals Market Size Growth Trend and Forecast, 2006 to 2016F



Source: Analysis and Forecast by Frost & Sullivan

Healthcare expenditure is projected to reach RM65.9 billion in 2016, growing at a compounded annual growth rate (CAGR) of 8.7% during the period 2011-2016. Meanwhile, the private hospital market is expected to grow to RM15.1 billion by end of 2016 at a CAGR of 18.1% from 2011-2016. Major driving factors for the growth in revenue for private hospitals include higher uptake of private insurance by middle-income household which acts as enabler to more complex treatments or procedures in private facilities; rising medical costs which are transferred to patients; and growth in medical travel industry with patients seeking certain complex procedures which are cheaper than in neighbouring medical hubs such as Singapore and Thailand. In essence, given the positive outlook with the strong support from the Government and the increasing trend of medical tourism, the healthcare sector is deemed lucrative.

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whatever challenges that may come their way. While it is naïve to suggest a single all-encompassing strategy that meets the needs of all businesses, there are nevertheless broad strategies that the SMEs could embrace to improve their adaptability when faced with unexpected circumstances.

These strategies include eliminating wasted efforts, leveraging on technology, improving employee motivation and employing big data analyses to help management make better decisions. By adopting these strategies, the SMEs would be able to achieve better cost

optimisation, increase productivity while attaining differentiation.

As a final point, regardless of how brilliant a strategy may appear on paper, it is meaningless if they could not be translated successfully into action. In attempting to improve the effectiveness of strategy execution, most SMEs would turn straight to stereotypical strategies such as restructuring. While there are many positives to structural changes, especially in the short-term, taking this path often only tackles the symptoms and not the root causes. Hence, we urge business owners to take a step

back and attempt to identify the crux of the problems which are affecting their organisations abilities to successfully execute a strategy.

In ending the Year of the Monkey, on behalf of the SME Bank and the entire BizPulse team, allow me to take this opportunity to wish all Malaysian SMEs the best of wishes and a prosperous 2017.

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# Sistem Pembinaan Perindustrian

by Muhammad Zafri Ismail Khan



**K**ontraktor bagi pemaju yang menggunakan Sistem Pembinaan Perindustrian (*Industrialised Building System* – IBS), iaitu sistem pembinaan yang cekap dan mesra alam boleh memohon Tabung Promosi IBS (dana IBS), yang diperuntukkan di bawah Belanjawan Negara 2016 dengan jumlah sebanyak RM500 juta.

IBS adalah satu proses pembinaan yang menggunakan teknik, produk dan sistem bangunan yang melibatkan komponen pasang siap dan pemasangan di tapak. Industri pembinaan memainkan peranan yang penting dalam usaha Kerajaan untuk merangsang aktiviti ekonomi dalam negeri.

Pemain global dalam pembinaan memerlukan usaha yang serius ke arah mengguna pakai sistem baru dan teknologi yang selari dengan negara-negara maju dan membangun yang lain, yang memanfaatkan pengurangan masa pembinaan, kebersihan dan persekitaran yang lebih kemas untuk pengurusan tapak yang lebih baik dan kualiti dikawal untuk mengurangkan jumlah kos pembinaan.

IBS mengurangkan *wet-trades* dan mengurangkan kebergantungan kepada pekerja asing dan juga pengaliran keluar dana ke negara asal mereka. Penggunaan IBS juga boleh mengurangkan masalah sosial yang wujud melibatkan pekerja-pekerja asing.

Dana IBS dapat menggalakkan pembelian aset tetap, pengubahsuaian loji atau kilang dan keperluan modal kerja bagi perusahaan kecil dan sederhana (PKS) yang menggunakan kaedah IBS, termasuk IBS bagi pengeluaran komponen. Salah satu kriteria termasuk mempunyai pensijilan IBS daripada Lembaga Pembangunan Industri Pembinaan (CIDB). CIDB akan mengenal pasti sama ada projek itu adalah IBS yang disahkan, dan projek masing-masing mesti mencapai rating 70% atau lebih.

Dengan pembiayaan minimum RM500,000 dan maksimum RM10 juta bagi setiap pemohon, ini akan membantu kontraktor kecil yang tidak mempunyai sokongan kewangan dan mungkin juga membolehkan mereka untuk mendirikan kilang pembuatan mereka sendiri, termasuk pembelian jentera dan membayar pembekal bagi pembelian produk IBS.

Terdapat 8,201 kontraktor dan pengeluar IBS berdaftar di Malaysia, dan dijangka dana ini akan memanfaatkan sejumlah besar usahawan PKS yang layak.

Setakat 30 November 2016, SME Bank telah meluluskan sebanyak RM23.4 juta pembiayaan kepada tiga (3) PKS yang layak dari kalangan kontraktor, pengilang IBS dan juga pemaju.



## PEMBIAYAAN DANA PROMOSI IBS

Dana Promosi IBS adalah program pembiayaan untuk membiayai kontraktor dan pengilang IBS (sehingga G7) juga pemaju yang layak dalam pembinaan projek-projek infrastruktur dan projek-projek Kerajaan yang lain.

### FASILITI

- Berdasarkan konsep pembiayaan syariah
- Pembiayaan aset tetap (jentera / peralatan).
- Pembiayaan kos loji dan pengubahsuaian kilang
- Pembiayaan modal kerja (tetap / pusingan)

### MANFAAT

- Pembiayaan maksimum sehingga 100% untuk loji dan pengubahsuaian kilang dan sehingga 80% untuk jentera dan peralatan (minimum RM500,000 sehingga maksimum RM10,000,000)
- Kadar rata pembiayaan sebanyak 4% setahun
- Tempoh pembayaran balik maksimum sehingga 5 tahun (Terma dan syarat)

### KELAYAKAN

- Syarikat (kontraktor dan pengeluar) perlu mempunyai sijil IBS dari CIDB; atau
- Bagi Pemaju tanpa sijil IBS, projek mesti menggunakan kaedah IBS dan mendapat

kelulusan One Stop Centre (OSC).

- Berdaftar dengan Suruhanjaya Syarikat Malaysia, Akta 2002 atau Akta Koperasi 1993.
- Operasi minimum 2 tahun.
- Minimum 51% pemilikan ekuiti rakyat Malaysia.
- Syarikat adalah solven.
- Tiada tindakan undang-undang ke atas Syarikat dan Pengarah.

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# SECTORAL ANALYSIS OF MALAYSIA BUDGET 2017

by Corporate Planning, SME Bank Malaysia

The Budget 2017 announced by our Prime Minister is expected to have a positive and extensive impact on the overall Malaysian economy. Hence, we encourage the SMEs to be aware and ready to capitalise on the many opportunities that are made available for them in 2017. In this issue of BizPulse, we analyse some of the impact sectors for the benefit of the SMEs.

## EDUCATION

SMEs focusing on the education sector should look for opportunities from the announcements made for all levels of education from pre-school, primary and secondary schools, Technical and Vocational Education and Training (TVET), higher learning and beyond. The initiative on strengthening the English language proficiency would create new private tuition centres franchising in Cambridge's English language programme to support the increasing demand for this programme. Additionally, the construction of new infrastructures and maintenance of education facilities would create a spillover effect to the construction industry especially in using the new IBS technology and wholesale of furniture.

Meanwhile, the initiative to provide 430,000 tablets to teachers as teaching aid would indirectly create spillover effect to the telecommunication industry especially in the wholesale of telecommunication products. We also foresee an impact on the skilled training subsector for businesses registered under the Human Resources Development Fund (HRDF) schemes to provide technical and skills upgrading.

## HEALTHCARE

The Government is committed to improving access to healthcare services. The RM40 million grant allocated for purchasing hemodialysis equipment would encourage the establishment of more private hemodialysis centres in rural



areas. The set up of new infrastructure and facilities would create a spillover effect to the construction as well as wholesale and retail industry i.e. supplier of medical devices, furniture and pharmaceuticals. Strong urban demand for quality private healthcare services would encourage the establishment of more private clinics as most government-led initiatives focus on rural healthcare services.

## TOURISM

The Government has projected tourist arrivals to increase by 5% in 2017 to 32 million from its forecasted 30.5 million in 2016. Assuming a similar CAGR of 5% between 2017 and 2020, the Government's target of 36 million tourist arrivals by 2020 would be achieved. To ensure that these targets are achieved, the Government has announced several initiatives to promote and improving tourism facilities in the country.

The initiative on tax allowances given for new 4 and 5 star hotels will promote the development of new hotels to cater for the rising number of tourist arrivals and increase tourist receipts through increased spending at higher-end hotels. Further focus on increasing tourists from Balkan and South Asia regions would have impacts on tourism related industry at coastal areas such as Sabah, Langkawi, Penang and the East Coast areas.

## CONSTRUCTION

Based on our observation from a total of RM97.8 billion allocation for the construction activities in the Budget 2017, the main injection of growth for the construction sector would emanate from three key industries, namely specialised construction activities, civil engineering activities and construction of buildings.

The immediate impact would be in the area of specialised construction activities whereby any construction activities will begin with the demolition and site preparation activities and electrical, plumbing and other construction installation activities. The implementation of public utility projects would spur all civil engineering activities especially in the construction of roads and railways, construction of other civil engineering projects and construction of utility projects. Lastly, we foresee further opportunities in the construction of building, both residential and non-residential building, with major development on new hospitals, clinics and affordable houses in 2017.

# BUSINESS ALERT

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

## OIL, GAS AND ENERGY



### RECENT DEVELOPMENT

- **Oil prices (1st December 2016, Thursday)** – Oil surged after the Organization of the Petroleum Exporting Countries (OPEC) approved the first supply cuts in eight years in an effort to ease a record glut and stabilize global markets. Brent for January settlement rose by USD4.09 (8.8%) to USD50.47 a barrel.
- **Petronas** first floating liquefied natural gas (LNG) facility, the *PFLNG Satu* achieved its first gas milestone from the Kanowit gas field off Sarawak. The achievement proved the technological aspirations of the company to unlock gas reserves in Malaysia's remote and stranded gas fields. Designed to last up to 20 years without dry-docking, the *PFLNG*

*Satu* has the flexibility to be redeployed to multiple locations to better access marginal and stranded gas fields of Malaysia.

### OUTLOOK: NEGATIVE

- **International Energy Agency (IEA):** The oil market surplus may run into a third year in 2017 without an output cut from OPEC. Global supply rose by 800,000 barrels per day (bpd) in October 2016 to 97.8 million bpd. Outlook for world oil demand growth this year and next year remains unchanged at 1.2 million b/d as economic activity has been muted despite the more than two-year slump in oil prices.

- OPEC will reduce output by about 1.2 million bpd by January 2017 from the current 33.6 million barrels. The OPEC cut alone represents about 1% of global production, which will help to reduce a glut of supply that has depressed prices for more than two years.
- Saudi Arabia will reduce output by 486,000 bpd to 10.058 million bpd. Iraq, OPEC's second-largest producer, agreed to cut by 210,000 bpd from October 2016. While the UAE and Kuwait will reduce output by 139,000 bpd and 131,000 bpd, respectively.
- Russia, the biggest producer outside the bloc, had previously resisted calls to trim its production, insisting it would only consider a freeze.

## TOURISM



### RECENT DEVELOPMENT

- **Ministry of Tourism and Culture:** Malaysia will stop hosting the Formula One (F1) Grand Prix race after its contract ends in 2018. This was because F1 had become too expensive to host and was no longer attractive. The attendance (for F1 races) has gone down all over the world includes Singapore.
- Tourism Malaysia is to focus its efforts on promoting eco-tourism in 2017 as the destination works hard to improve its image as a sustainable destination. The destination was focusing its marketing on the nature and wildlife offered in the country, for example through advertising partnerships with magazines such as National Geographic. Tourism Malaysia is also hoping the decision to launch joint promotions with Singapore Airlines as well as Turkish Airlines would help boost visitor numbers and showcase destinations beyond Kuala Lumpur such as Langkawi that could be reached through the airline's network.

### OUTLOOK: NEUTRAL

- **Malaysia Airports Holdings Bhd (MAHB)** expects a 5% increase in the number of passengers passing through the 39 airports it manages in Malaysia for 2017, unperturbed by the weak ringgit that makes travelling abroad more expensive. The airport management is optimistic on the target following the more than 4% growth recorded for the 1H2016. Citing strong tourist arrivals from China, India and neighboring Singapore, Thailand and Indonesia makes encouraging passenger growth possible with new routes and more flight frequency expected from various airlines.
- **Business Monitor International (BMI):** Analysts expects that the number of hotels and establishments will increase by 1.0% per year on average between 2016 and 2020. The total number of establishments is forecast to exceed 4,200 by 2020. At the same time, analysts expect the number of hotel rooms to reach more than 237,420 by



the end of the forecast period.

- A number of international hotel groups such as Starwood, Accor, Best Western and Hilton have new hotels in the project pipeline and more are likely to be added as tourism arrivals grow.
- As both the number of tourism arrivals and the number of hotels increase, analysts expect that the occupancy rate will remain close to the 61.9% experienced in 2015.

## WHOLESALE AND RETAIL



### RECENT DEVELOPMENT

- **Department of Statistics Malaysia (DOSM):** Sales value of Wholesale & Retail Trade increased to RM91.0 billion in September 2016, registering 5.9% growth as compared to the corresponding period in 2015. The sales value consists of Wholesale Trade (RM45.1

billion), Retail Trade (RM34.0 billion) and Motor Vehicles (RM11.9 billion) businesses. The positive growth was contributed by Retail Trade (9.2%) and Wholesale Trade (6.0%) businesses, while Motor Vehicles declined by -2.5% in September 2016.

### OUTLOOK: NEUTRAL

- **Malaysian Retailer-Chains Association (MRCA):** The retail sales for 2016 is expected to grow at only 3.5%, the worst in its history. This is even slower than the association's earlier forecast of 5% in April 2016. The association hopeful that retail sales in the fourth quarter 2016 could partially cushion the sluggish growth in the previous quarters. Although the effect of GST has normalized, consumers are still prudent in their spending. Looking into 2017, despite that the retail sales is likely

to grow at the same rate, barring any unforeseen circumstances.

- **BMI:** The country is experiencing a shift in retail formats with the government supporting development of 'big-box boulevards' - concentrated centres of shopping outlets on the outskirts of cities. This is helping to attract both domestic and international retailers, who are keen to capitalize on the forecast rise in household spending in the retail sector. Indeed, analysts forecast total household spending in retail to expand at compound annual growth rate (CAGR) of 8.4% between 2016 and 2020 and reach a total figure of USD253.5 billion (up from USD169.8 billion in 2015), supported by solid financial market, stable economic growth, a youthful and increasingly urbanized population, rising household incomes and low levels of unemployment.



## COMMUNICATIONS CONTENT AND INFRASTRUCTURE



### RECENT DEVELOPMENT

- **Telekom Malaysia Bhd (TM)** has signed a service agreement with MYTV Broadcasting Sdn Bhd to provide digital terrestrial television (DTT) infrastructure, network facilities and related services for RM916.1 million. These services include terrestrial distribution network, satellite distribution network, broadcast contribution network, station facilities and infrastructure, operation and maintenance, satellite transponder, direct Internet connectivity and managed Internet protocol (IP) telephony.
- **Mudah.my**, Malaysia's largest online marketplace, recorded a 29% increase in the number of unique sellers in the last 12 months. Currently, the online marketplace has 1.4 million sellers that catered to 7.5 million unique monthly visitors since October 2016. On a daily basis, the company's traffic could reach up to over 750,000 visitors, a 10% increase from October 2015.

India, Singapore, Malaysia, Thailand and the Philippines. Whilst South Korea, Indonesia, China and Sri Lanka are all on stable outlook. This is due to fiercer competition and rising capex needs that will put pressure on the credit profiles of most Asian telcos over the next year. Fitch expects revenue to grow by just 0-5% in most Asian telco markets in 2017. Competition is likely to intensify in India, Singapore and Malaysia, with new entrants poised to offer cheaper tariffs to poach customers from incumbents.

- **MITI:** The growth rate of electronic commerce (e-commerce) in Malaysia is expected to double from 10.8% in 2016 to 20.8% in 2020, and reach GDP contribution of RM211 billion in the same year. The e-commerce target set will be achievable with the acceleration intervention measures laid out in the National eCommerce Strategic Roadmap. Currently, the digital economy contributes 17.8% of the country's GDP, of which 5.8% is contributed by e-commerce.
- The roadmap, which highlights planned interventions in six thrust areas namely to

accelerate adoption of e-commerce by sellers, increase the adoption of e-procurement by businesses, lift non-tariff barriers, realign existing economic incentives, make strategic investments in selected e-commerce players and promote national brand to boost cross-border e-commerce.



### OUTLOOK: POSITIVE

- Fitch Ratings has a negative outlook on the telecoms sectors in

## BUSINESS SERVICES



### RECENT DEVELOPMENT

- **Malaysian Automotive Association (MAA)** reported a disappointing total industry volume (TIV) for October 2016 of only 479,000 units (-14.2% YoY; -0.4% MoM) while YTD TIV dropped by 13.9% YoY to 4662,000 units, reflecting subdued consumer sentiment on weakened RM and government's subsidy rationalization exercises.
- TIV is expected to improve in the last two months, as original equipment manufacturers (OEMs) had launched aggressive sales campaigns to boost year-end sales volume in order to achieve sales target and clear existing inventories.
- Entering 2017, the sector is expected to continue being undermined by the on-going weak consumer sentiments as well as weakening of

ringgit, which has impact on cost structures and margins. The tightened bank lending requirements has also affected sales volume.

### OUTLOOK: NEUTRAL

- **BMI:** The real growth in Malaysia's construction sector is set to moderate over the coming years, decelerating from an estimated 10.7% in 2015 to 7.8% in 2016 and 6.6% in 2017. Transport segment will remain the bright spot, driving overall growth, while the non-residential segment will weight on growth.
- Analysts forecast the transport sector to grow 9.5% in 2016 and at an annual average of 8.5% over our five-year forecast period. The growth will moderate over the

coming decade, averaging 7.3% per annum between 2016 and 2025. The railways sector is forecast to outperform, averaging 8.9% growth per annum between 2016 and 2020, supported by a large project pipeline. Growth in the roads and bridges sector will also remain strong, averaging 8.6% between 2016 and 2020.

- Malaysia's energy and utilities sector is expected to grow by 6.9% in 2016 and at annual average of 5.1% between 2016 and 2025. Analysts expect the power plants and transmission grids sub-sector to remain the main growth driver in the sector over the coming years, while water infrastructure will also provide increasing opportunities.

## HEALTHCARE



### RECENT DEVELOPMENT

**Ministry of Health:** Government hospitals will increase charges for its first and second class wards starting 2017, while rates for third-class wards remain unchanged. The charges are yet to be decided. The increased will affect only 1.5% of in-patients annually. The government is committed to ensuring low-income earners would not be burdened by the charges.

### OUTLOOK: NEUTRAL

• **Economist Intelligence Unit (EIU):** The World Health Organization (WHO), expenditure on healthcare was equivalent to 4.2% of GDP in 2014. The EIU expects this ratio to rise slightly to 4.3% by 2020, as spending growth outpaces economic expansion.

- Although Malaysia's population growth is forecast to slow from an average annual rate of 1.5% a year in 2011-2015 to 1.3% in 2016-2020, it will remain a major driver of healthcare demand. Other drivers include population ageing, the increasing prevalence of non-communicable diseases, consumer awareness and improved access to health services.
- Malaysia healthcare spending is forecast to increase by an average of 6.5% a year in local-currency terms in 2016-2020 and by 7.5% in US-dollar terms, to reach USD17.9 billion (equivalent to USD552 per person) at the end of the forecast period.

- **Association of Malaysian Medical Industry (AMMI):** The local medical device industry export sales is forecast to experience annual double digit percentage growth of 15% to reach RM9.61 billion in 2016 and RM11.06 billion in 2017. Despite a weaker ringgit and other factors that dampened the economic outlook of this country, most AMMI member companies remain bullish about business prospects in Malaysia in 2016 and beyond. Moving ahead, the industry's new verve is to manufacture and export high-end medical products such as orthopaedic implants, pacemakers, surgical instruments, and intravenous cannula.

# Dengar Maklumbalas Pelanggan Anda, Kekal Fokus, Dapatkan Keuntungan

oleh Bahagian Penyelidikan CEDAR



**C**ara terbaik untuk mengelakkan kehilangan fokus di dalam perniagaan adalah untuk meluangkan sedikit masa dan bercakap secara langsung dengan pelanggan anda. Apabila meletakkan matlamat di dalam perniagaan, dapatkan maklum balas terus dari pelanggan atau bakal pelanggan anda. Cubalah berbual dengan pelanggan-pelanggan untuk suatu tempoh dan melibatkan diri secara aktif dengan pelanggan yang berbeza, anda akan kagum dengan input yang anda perolehi.

Kebanyakan syarikat mempunyai pasukan sokongan pelanggan yang menyalurkan maklum balas pelanggan. Tetapi jika anda seorang eksekutif atau pereka atau pakar pemasaran yang bergantung hanya pada laporan dan maklum balas daripada pasukan jualan dan sokongan pelanggan, banyak yang anda mungkin terlepas pandang. Walaupun kaji selidik dalam talian dan telefon pintar dan temuduga secara berdepan masih kekal sebagai kaedah pengumpulan data yang popular, berbual terus dengan pelanggan memberikan kelebihan.

Berikut adalah manfaat yang anda dapat dengan meluangkan masa bersama pelanggan anda.

## 1 MENGUKUHKAN SEBAB ANDA MELAKUKANNYA

Mendekati pelanggan dan mengetahui apa yang mereka fikirkan mengenai

produk atau perkhidmatan anda, dan mengapa mereka menggunakannya, adalah motivasi yang besar. Ia membantu anda memahami bagaimana tugas-tugas tertentu mempengaruhi kerja-kerja keseluruhan syarikat dan seterusnya tindakbalas pelanggan anda kemudian. Ia mengingatkan anda bahawa terdapat tujuan untuk setiap apa yang anda lakukan.

## 2 MEMBANTU ANDA UNTUK KEMBALI KE LANDASAN SEPATUTNYA

Ia juga membantu anda memahami jika anda telah pergi ke arah yang salah. Anda mungkin begitu teruja dengan kerja dan ilham anda tetapi tidak bermakna ia sesuai untuk semua orang. Dengan berbual bersama pelanggan, anda mungkin cuma perlu mengubah sedikit sahaja ilham anda untuk sesuaikan dengan kehendak pelanggan.



## 3 MEMBERI KLU KEPADA PELANGGAN ANDA MENGAMBIL BERAT

Apabila pelanggan melihat tanda-tanda anda mengambil berat, mereka sudah tentu merasa syarikat anda mengaggap mereka pelanggan berharga. Anda tidak perlu menukar produk anda atau menawarkan ciri baru setiap masa, cukuplah sekadar mendengar luahan dan cadangan mereka dan mengubahsuai di mana perlu.

## 4 MANFAATKAN DATA DIPEROLEHI

Anda boleh mendapatkan lebih banyak data dengan kajian atau dengan kumpulan fokus. Anda perlu juga menggunakan beberapa teknik penyelidikan kuantitatif. Walau bagaimanapun, penyelidikan kualitatif, iaitu melalui perbualan adalah lebih bernilai dan tidak boleh diabaikan.

Oleh kerana proses ini memakan masa, adalah penting untuk mendapatkan sebanyak mungkin maklumat daripadanya. Selain maklum balas peribadi anda boleh juga menggunakan data untuk membantu orang lain. Pastikan anda membuat tindakan susulan dari hasil maklumbalas yang diperolehi. Gunakan ia untuk merancang strategi jangka panjang anda atau sebagai bimbingan dan rujukan dalam perniagaan anda.

Diadaptasi dari SME Magazine, UK



# GET FIRED UP AT SALES MEETINGS

..... by Hanzo Ng .....

**S**alespeople detest meetings. They would rather be calling prospects, making appointments or closing sales. After all, every minute that a salesperson spends in a meeting is a minute lost in meeting his sales targets.

Who likes meetings? The truth is nobody likes meetings.

Often enough, they are presented in the same cut and dried manner, with nothing more informative than the latest round of depressing statistics. Hence, sales meetings end up becoming boring lectures with repetitive messages that tend to become a source of de-motivation rather than driving the sales force to increase their sales.

## SOLUTIONS

Regardless, sales meetings are a necessary part of running a sales team. Below are some worthwhile tips to stage a win-win sales meeting:

**Having a Valid Reason:** I am a non-believer in having weekly or monthly meetings if they serve no purpose. If a regularly scheduled sales meeting approaches and no one has anything significant to convey, simply call off the meeting. If you can get the message across in a written paragraph or two, why bother to disrupt the daily routine of others? Simply pass around a memo (via e-mail) instead.

**Timing and Venue:** As far as possible, hold morning meetings. Research has

shown that the human mind is much more receptive – hence, retention levels are higher – in the morning. Occasionally, stage an off-site meeting as this can both be refreshing and inspiring to the participants.

**Sell the Meeting:** Treat sales meetings like prospect presentations. If time permits, prepare and circulate an outline of what you will be addressing to your audience. Emphasise on how the piece of information gained from the meeting will benefit the sales team.

**Keep It Short and Sweet:** If you tell the sales team that it will be an hour-long meeting, then by all means, stick to that time frame. Remember that time is a precious commodity. Put yourself in the shoes of your sales staff. Be precise by going straight to the point (however, a bit of intermittent humour is permissible as it may cure boredom).

**Keep a Group Focus:** Delve only about issues that are of common interest to participants at large. Avoid attending to individual queries or matters. If an individual is having a problem, offer to discuss it later on a one-on-one basis. However, this does not apply to answering individual questions about a group issue, i.e. a new commission scheme that is likely to spark a lot of attention in the meeting room.

**Talk About Sales:** It seems fairly obvious that a sales meeting should centre on sales-related subjects. But in reality, it is not uncommon for topics such as

office politics, messy pantry and parking woes to creep into many sales meetings. Appropriate items for a sales meeting agenda would include new product releases, pricing changes, sales training, pre-appointment planning, promotions and sales campaigns, analysis of competitors' strength, or upcoming changes to sales quotas. If possible, abstain from commenting on individual performances – performance reviews are best done on a one-on-one basis.

**Encourage Interaction:** Encourage questions and as often as possible, compliment and thank every member of your sales force for their attendance. As far as possible, start and finish the meeting with positive, upbeat topics. Don't ignore complaints – answer every question raised swiftly and move on.

**Calm Before the Storm:** Remember this idiomatic saying? If you need to break bad news, remember to do so after making some praiseworthy remarks, i.e. congratulating an individual within your sales force for being a high-achiever. Praise reinforces positive behaviour and encourages everyone to do well. Do not reprimand anyone at a meeting.

In conclusion, always bear in mind that the meeting should be short (20-30 minutes), inspiring, provoking, positive and focused on SOLUTIONS!

**Hanzo Ng** is currently the Group CEO of The Sales Ninja Group, a regional sales solutions company. For more information on Sales Ninja's programme or training, visit [www.SalesNinja.asia](http://www.SalesNinja.asia).



# Tahap Kepuasan Kerja dan Pengekalan Pekerja

by Shahrir Amran

Menurut sebuah firma pekerjaan global *Randstad*, terdapat perbezaan tahap kepuasan kerja di kalangan generasi umur dan di negara-negara yang berbeza. Secara keseluruhan, generasi *Baby Boomers* paling gembira dalam pekerjaan mereka, mungkin kerana mereka lebih cenderung untuk mempunyai kerja / keseimbangan kehidupan. Generasi Y kurang berpuas hati kerana aspirasi yang dinamik dan kebimbangan tahap pendidikan mereka tidak selari dengan kerjaya mereka. Generasi X - sering bersaing dengan kedua-dua usia pertengahan dan pengurusan pertengahan - mempunyai kepuasan kerja yang paling rendah.

Satu lagi faktor penting yang mendasari penemuan ini - dan tema yang berterusan dalam penyelidikan tahun ini - adalah semakin penting untuk mencapai keseimbangan antara kerja

dan kehidupan. Penyelidikan tersebut mendapati keseimbangan kerja dan kehidupan yang baik berada pada nombor satu kerana 47% daripada mereka yang ditinjau merancang untuk bekerja di organisasi mereka dalam tempoh 12 bulan akan datang. Begitu juga kekurangan fleksibiliti dan keseimbangan kerja dan kehidupan adalah antara sebab utama orang meninggalkan pekerjaan mereka. Kekurangan peluang untuk mendapat kenaikan pangkat (64%) dan gaji yang tidak kompetitif (46%), tekanan pekerjaan dan kekurangan pilihan kerja fleksibel digabungkan (35%) antara sebab utama pekerja meninggalkan pekerjaan mereka.

Kerja keras tanpa hasil atau keputusan sudah pasti melemahkan semangat pekerja, dan penemuan tinjauan menekankan kepentingan membina kemahiran baru dalam pasukan yang

sedia ada. Kekurangan peluang pembelajaran dan pembangunan (30%), kekurangan maklum balas / pengiktirafan dan penghargaan (24%), dan komunikasi dalaman yang lemah (18%), adalah sebab utama pekerja berhasrat untuk meninggalkan tugas mereka dalam tempoh 12 bulan akan datang. Kemahiran boleh dibangunkan melalui latihan atau *outsource* pakar untuk melatih pekerja dalam teknologi baru.

Pekerja-pekerja yang mempunyai tahap kepuasan kerja tertinggi datang dari negara-negara bertentangan dengan spektrum pembangunan - India dan Australia - menunjukkan bahawa kualiti hidup adalah relatif. Tahap kepuasan kerja adalah rendah di hab kewangan dan perniagaan, Hong Kong dan Singapura, di mana bakat mahir adalah berkurangan dan jangkaan sangat tinggi diletakkan di atas pekerja.



Shahrir Amran adalah Pengarah Kumpulan Modal Insan, SME Bank Malaysia. Beliau boleh dihubungi di [shahrir.amran@smebank.com.my](mailto:shahrir.amran@smebank.com.my)

Temubual oleh Norhisham Hamzah

# SEMBANG USAHAWAN bersama

## Puan Noor Azimah Mustafa Pengarah Urusan



### Nama Syarikat

Environmental Research and Analytical Laboratory Sdn. Bhd. (ERALab)

### Bidang Perniagaan

Perkhidmatan profesional alam sekitar, perundingan keselamatan dan kesihatan pekerjaan (ESH), perkhidmatan makmal dan persampelan lokasi untuk perindustrian dan perdagangan.

### Alamat Perniagaan

No 21, Block C, Jalan PJU 1A/3, Taipan Damansara 2, Ara Damansara, 47301 Petaling Jaya, Selangor Darul Ehsan.

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### Website

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**E**nvironmental Research and Analytical Laboratory Sdn. Bhd. (ERALab) adalah perniagaan milik persendirian yang ditubuhkan pada tahun 1994. Sejak penubuhannya, ERALAB menawarkan spektrum penuh perkhidmatan profesional Alam Sekitar, perundingan Keselamatan dan Kesihatan Pekerjaan (ESH), perkhidmatan makmal dan persampelan lokasi untuk pelanggan-pelanggan industri, komersial dan kerajaan di seluruh negara. ERALab menawarkan penyelesaian kepada cabaran kesihatan persekitaran dan pekerjaan hari ini yang kos efektif dan mengikut masa. ERALAB juga memegang Lesen PETRONAS di dalam bidang Kesihatan Pekerjaan dan Alam Sekitar. Untuk perkhidmatan makmal, ERALab telah memperoleh MS ISO / IEC 17025: 2005 daripada Skim Akreditasi Makmal Malaysia (SAMM).

**BizPulse** telah menemubual Pengarah Urusan ERALab, iaitu Puan Noor Azimah Mustafa (AMIC), seorang perunding EIA (Penilaian Kesan Alam Sekitar) dan juga seorang ahli kimia yang berdaftar dengan Institut Kimia Malaysia, untuk mengetahui dengan lebih lanjut lagi tentang pengalaman, pengetahuan dan pendapat beliau dalam dunia keusahawanan.

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

Setelah mendapat ijazah pertama di dalam bidang sains kimia pada tahun 1986, saya memulakan kerjaya saya di sektor awam sebagai pegawai kimia di Jabatan Bekalan Air, Negeri Sembilan. Beberapa tahun kemudian saya menyambung pelajaran saya di peringkat sarjana dalam bidang Sains Alam Sekitar di Australia. Apabila pulang ke Malaysia pada 1994, saya bekerja sebagai konsultan alam sekitar di sebuah syarikat konsultansi alam sekitar swasta. Di sinilah timbul minat saya untuk menceburi perniagaan dalam bidang penilaian alam sekitar.

Pengalaman saya dalam penyelidikan alam sekitar juga banyak membantu saya di dalam menubuhkan ERALab.

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

ERALab mempunyai lesen professional penilaian alam sekitar dan berdaftar dengan Kementerian Kewangan, Jabatan Piawaian Malaysia, Petronas, Jabatan Alam Sekitar Malaysia dan Jabatan Keselamatan dan Kesihatan Pekerjaan Malaysia.

ERALab menitikberatkan kompetensi staff untuk memastikan kualiti keputusan ujian alam sekitar mematuhi piawaian yang ditetapkan oleh Jabatan Alam Sekitar. Kualiti kerja mestilah mempunyai ketepatan dan memenuhi kualiti dan piawaian industri yang telah ditetapkan. Ini berjaya dicapai dengan mempunyai sistem Pengurusan Kualiti (*Quality Management System*), iaitu MS ISO / IEC 17025: 2005 daripada Skim Akreditasi Makmal Malaysia (SAMM). Pelaksanaan sistem ini menunjukkan komitmen syarikat untuk menjaga kualiti proses dan perkhidmatan.

Makmal kami di Ara Damansara, Subang, Selangor dilengkapi dengan peralatan ujian terkini yang dikendalikan oleh ahli kimia dan juruteknik terlatih menggunakan kaedah yang diluluskan mengikut piawaian antarabangsa. Makmal kami mendapat akreditasi dan diiktiraf untuk menjalankan pelbagai ujian organik, bukan organik, logam berat dan parameter fiziko-kimia yang lain membuktikan keupayaan dan kapasiti untuk menganalisis pelbagai jenis sampel.

ERALab menawarkan kesemua perkhidmatan penilaian alam sekitar utama di bawah satu bumbung, berbanding syarikat penilaian alam sekitar yang lain, seperti perkhidmatan ujian makmal, persampelan dan pemantauan alam sekitar. Ini memudahkan pelanggan-pelanggan syarikat kerana mereka tidak perlu pergi ke tempat-tempat berlainan untuk mendapatkan keputusan ujian industri

dan alam sekitar mereka dan perkhidmatan berkaitan yang lain. ERALab juga memberikan khidmat nasihat, latihan dan taklimat kesedaran secara percuma dari segi piawaian alam sekitar yang perlu dipatuhi oleh pelanggan-pelanggan industri seperti tahap bahan sisa kimia yang selamat bagi menjaga kualiti air dan udara dan juga undang-undang baru alam sekitar yang dikeluarkan oleh pihak berkuasa dari masa ke semasa. Ini adalah antara strategi-strategi yang dilaksanakan oleh syarikat di dalam menarik dan mengekalkan pelanggan kami.

### S: Apakah pencapaian terbesar syarikat setakat ini dan aspirasi perniagaan anda di masa akan datang?

Pencapaian terbesar kami dari segi mendapat kontrak utama daripada pelbagai syarikat yang prestij. Kami juga dapat mengekalkan sejumlah pelanggan yang bereputasi di dalam pelbagai industri seperti Sime Engineering-Tractors, Malaysia Airport Berhad, Perbadanan Air Melaka (PAM), Petlin (Malaysia) Sdn Bhd., Petronas Methanol Labuan, Petronas Carigali Sdn Bhd -PMO, PNB Sdn Bhd, Perodua Manufacturing Services Sdn Bhd, Rawang, Selangor Darul Ehsan, Petronas Gas Berhad (GPP-A), Kemaman, Terengganu, Petronas Gas Berhad Kuantan and Segamat Compressor, Petronas Penapisan (Terengganu) Sdn Bhd.

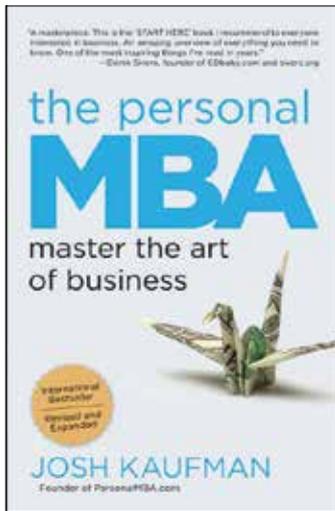
Disebabkan permintaan yang meningkat hasil dari kualiti dan keberkesanan perkhidmatan yang diberikan ERALab telah mengembangkan sayap dan menubuhkan cawangan di Kuala Terengganu untuk menyediakan perkhidmatan ujian makmal bagi pasaran minyak dan gas kawasan Pantai Timur Malaysia.

ERALab Sdn Bhd sebagai sebuah syarikat milik penuh Bumiputera bertujuan untuk terus berusaha bersaing dengan pesaing-pesaing utama dalam menyediakan perkhidmatan dan produk yang berkualiti pada harga yang kompetitif dengan perkhidmatan yang terbaik pada setiap masa. Selain dari perkhidmatan penilaian alam sekitar, makmal, persampelan dan latihan, kami telah mengembangkan aktiviti perniagaan kami kepada pelbagai jenis produk HSE (*Health, Safety and Environment*) bagi memenuhi keperluan pelanggan.



# The Personal MBA

## Master the Art of Business



**Author :** Josh Kaufman  
**Hardcover :** 464 pages  
**Publisher :** Portfolio  
 (2012)

***Indeed, real business leaders are not borne out of business schools, but rather they make themselves through constantly seeking out knowledge, skills and experience they need to succeed.***

Reviewed by Ahmad Azuar Zainuddin

**O**btaining an MBA is an expensive choice at a cost that is hard to justify regardless of the state of the economy. Even elite business schools are currently alleged to be offering outdated, assembly-line programmes that teach you more about PowerPoint and superfluous financial models than what it takes to run a real business. Many business professionals would argue that you could get better results and save thousands of Ringgit by skipping business schools altogether.

Through his blog PersonalMBA.com, Josh Kaufman offers an alternative to enrolling for an MBA. The blog has introduced hundreds of thousands of readers to the best business books and most powerful business concepts of all time. In his book, the Personal MBA, Josh had compiled the essentials of entrepreneurship, marketing, sales, negotiations, operations, productivity, systems design, and much more, in one comprehensive volume. The book distills the most valuable business lessons into simple and clear models that could be applied to real-world challenges.

The Personal MBA explains fundamental and universal business concepts such as:

- **The Iron Law of the Market** – Even the most ingenious idea would fail if no one wants it; creating something no one wants is a waste. Find a way to serve existing markets rather than building something, then finding a market to sell it to.
- **10 Ways to Evaluate a Market** – A

checklist that is helpful in identifying the overall attractiveness of a new market: urgency, market size, pricing potential, cost of customer acquisition, cost of value delivery, uniqueness of offer, speed to market, up-front investment, up-sell potentials and evergreen potentials.

- **The 12 Standard Forms of Value** – To provide value to another person, it must take a form that they are willing to pay for.
- **The Pricing Uncertainty Principle** – All prices are arbitrary and malleable. The key is being able to justify the asking price for a customer to accept it. You must be able to provide a reason why the price is worth paying for.
- **4 Methods to Increase Revenue** – If you want your business to bring in more money, you need to increase the number of customers, the average transaction size, the frequency of transactions per customer, and raise your price optimally.

Indeed, real business leaders are not borne out of business schools, but rather they make themselves through constantly seeking out new knowledge, skills and experiences they need to succeed. Reading this book helps you learn the principles which took other entrepreneurs a lifetime of trial and error to master.

Ahmad Azuar Zainuddin is a Senior Associate at the Centre for Entrepreneur Development and Research (CEDAR), a wholly owned subsidiary of the SME Bank Malaysia. He can be reached at ahmad.azuar@smebank.com.my.

## ENTREPRENEURS' EVENT CALENDAR

12-14  
Jan

Café Malaysia 2017

**Venue:**  
MATRADE Exhibition & Convention Centre (MECC), Kuala Lumpur

The coffee consumption in Asia is significantly increasing and the number of cafe sprouting rapidly across Asia and coffee industry is the growing market in Malaysia. Café Malaysia 2017 presents the largest gathering of coffee and tea industry players to showcase equipment, machinery, accessories and various supplies and products for the perfect one-stop platform for industry professionals.

[www.cafe-malaysia.com](http://www.cafe-malaysia.com)

16-18  
Feb

Malaysia Technology Expo

**Venue:**  
Putra World Trade Centre (PWTC), Kuala Lumpur

One of the region's most recognized international invention and innovation expos. The Malaysia Technology Expo (MTE) will showcase over 500 exhibits of platform inventions and innovations from inventors in Asia and beyond. MTE is the invention marketplace connecting inventors and their ideas to investors, manufacturers and distributors in order to promote commercialization and collaboration.

[www.mte.org.my](http://www.mte.org.my)



**CEDAR VENDOR DEVELOPMENT PROGRAMME**

**For more info, please call:**  
**+603 2615 2077** (Shahrom)

The Vendor Development Programme (VDP) is specially designed for Anchor Companies with the core purpose of developing the capabilities of their vendor companies towards becoming competitive, sustainable and of global standards. The outcome based programme will enable companies to achieve specific KPIs from increasing revenue, penetrating new market to improving supply chain performance.

[www.cedar.my](http://www.cedar.my)