General

Utilise e-commerce platforms to increase student and alumni entrepreneurship

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PAYA BESAR, 18 November 2021 – The opportunity for students and alumni to succeed in the field of entrepreneurship is enormous and brighter compared to 20 years ago with the rapid development of digital technology today.

With this digital era, e-commerce platforms can help entrepreneurs to market products not only in the local market but to the whole world.

According to the President and Chief Executive Officer of KRU Group of Companies, Dato' Norman Abdul Halim, to be an entrepreneur in this era, one must always think outside the box and follow technological developments so as not to be left behind.

"In fact, with the digital era or e-commerce platform, it can help entrepreneurs to market products not only locally but also around the world.

"The use of the latest technology helps a lot in facilitating business activities for every entrepreneur.

"In the early stages, an entrepreneur needs to focus on one business as much as possible. Pay attention and focus on the business," he said.

He added that the main challenge in the world of entrepreneurship is in promoting and introducing products.

"Meanwhile, testimonials from customers are crucial in the success of a business," he said during the programme of Entrepreneurship Webinar@Makmum Series 3: Building a Business Empire in the Digital and COVID-19 Era.

He shared a lot of his experience of almost 30 years in the creative industry and related fields at KRU company.

For him, this entrepreneurial culture can be inculcated from a young age; in fact, becoming an entrepreneur requires a strong soul, bravery, and constant readiness to face any situation that may occur.

He also welcomed graduates and alumni to join the Rise-up Programme to support the digital economy in post-COVID-19 in Malaysia in line with shared prosperity.

Now, Yayasan KRU has been established to help B40 youths by offering skill-based training, digital entrepreneurship, and creative industries.

Nearly 300 participants comprising entrepreneurship students from four universities on the East Coast participated in the online programme.

Also present at the two-hour programme was the Deputy Vice-Chancellor (Student Affairs and Alumni), who performs the duty of UMP Vice-Chancellor, Professor Dato' Ts. Dr. Yuserrie Zainuddin.

In his speech, Professor Dato' Ts. Dr. Yuserrie expressed his appreciation and congratulations for the collaboration of the UMP Entrepreneurship Centre and the commitment of the universities on the East Coast in making this program a success.

He said this webinar is one of the platforms to share about the current world of entrepreneurship and the challenges faced, especially in the digital and COVID-19 era.

"Hopefully, this webinar will be beneficial and inspiring to entrepreneurs as well as strengthen the collaboration between us," he said.

The programme was moderated by a postgraduate student, Mohd Syazwan Nizam Mohd Moni, who is pursuing a Doctor of Philosophy degree in Civil Engineering.

He is also the founder of Bangsawan Pictures company.

Also joining the programme were the Assistant Vice-Chancellor, Graduate Development Department, Associate Professor Ir. Dr. Nurul Hazlina Noordin, Director of UMP Entrepreneurship Centre, Dr. Mohd Nizar Mhd Razali and Director of the Entrepreneurship Centre from Universiti Malaysia Terengganu (UMT), Universiti Malaysia Kelantan (UMK), and Universiti Sultan Zainal Abidin (UniSZA).

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