



LEADING THE WAY
KHAUFAH • AMĀNAH • IGRA' • RAHMATAN UL-ĀLAMĪN



EDDC

Transforming Entrepreneurial Ideas For Future Generation

IIUM Entrepreneurship Educators Module 1.0

Dr. Ros Aniza Mohd. Shariff

Dr. Mohd. Armi Abu Samah

Dr. Rozailin Abdul Rahman

Dr. Ahmad Fahmi Harun @ Ismail



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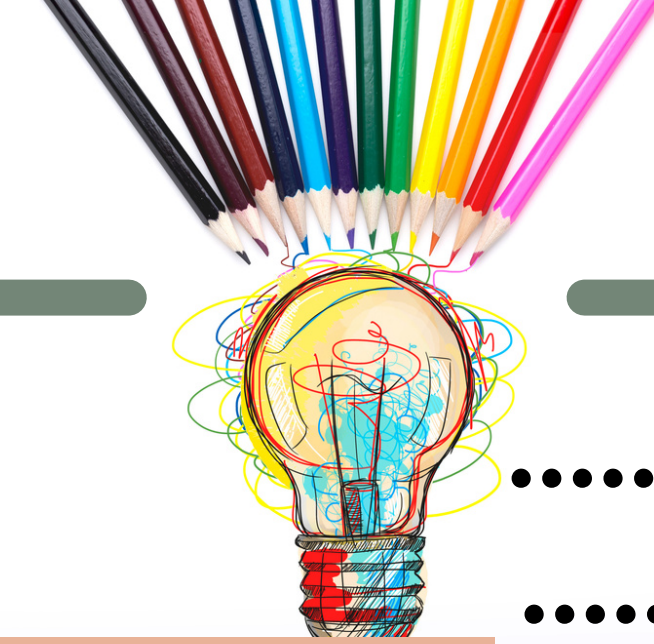
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Jalan Gombak, 53100, Kuala Lumpur.

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Preface

One of the most common questions that entrepreneurship educators are asked is, can entrepreneurship be taught? Our response is that anyone with a desire to become an entrepreneur will be more successful if he or she has taken a course on how to start and grow a new business. IIUM targets about 17% of its students to become entrepreneurs and later to start full-time businesses at some time in their careers. Many have started more than one.

IIUM Entrepreneurship Educators Module 1.0 is a precise and comprehensive module created and intended to guide and accelerate the IIUM Entrepreneurship Educators professional knowledge and skills development. This module provides an extensive curriculum toward development of entrepreneurs' holistic skills and knowledge from basic level of entrepreneurship, social entrepreneurship, digital entrepreneurship to business tools such as Value Proposition Canvas.

This module introduces participants to the entrepreneurial university concept. It encourages entrepreneurial thinking, mind-set and behavior that can be embedded into institutions' education. This gives them valuable insight and strategies on how to positively respond to challenges. Focus of the module is to develop entrepreneurship educators with an entrepreneurial mindset. While this module empowers would-be entrepreneurship educators to embed the entrepreneurship element in their courses, it's not only for them. Any person who reads this book will learn about the entrepreneurial traits and the importance of entrepreneurship knowledge for tertiary education students.

Modules and Learning Objectives

Chapter 1: Basic Skills to Entrepreneurship Knowledge

1. To share the basic skills on entrepreneurship knowledge.
2. To learn the trend in entrepreneurship practices.
3. To understand the entrepreneurial process management.

Chapter 2: Social Entrepreneurship Moving Forward

1. To understand the concept of SE.
2. To identify the SE business model.
3. To differentiate between SE and NGO.

Chapter 3: Endless Business Opportunities With Online Marketing

1. To create awareness on digital business and online marketing.
2. To identify the potentials of online platforms in running businesses.
3. To provide substantial information regarding digital business and online marketing.

Chapter 4: Value Proposition Canvas

1. To understand the concept of Value Proposition Canvas.
2. To know the relationship between Business Model Canvas and Value Proposition Canvas
3. To identify the elements in Value Proposition Canvas.



BASIC SKILL TO ENTREPRENEURSHIP KNOWLEDGE

**by Dr. Mohd Armi Abu Samah
Entrepreneurship Development Centre (EDC),
IIUM Kuantan Campus**

Entrepreneurs



- Recognize opportunities where others see problem.
- Are active action for change within the market place.
- Challenge the unknown and directly explore the future.

Skill to Entrepreneurship Knowledge



1. Entrepreneurship Skill

- Inner discipline
- Ability to take risk
- Innovative

2. Technical Skills

- Operation specific to industry
- Communication
- Research and development

Continue..

3. Management Skills

- Planning
- Decision - Making
- Motivating
- Marketing
- Finance

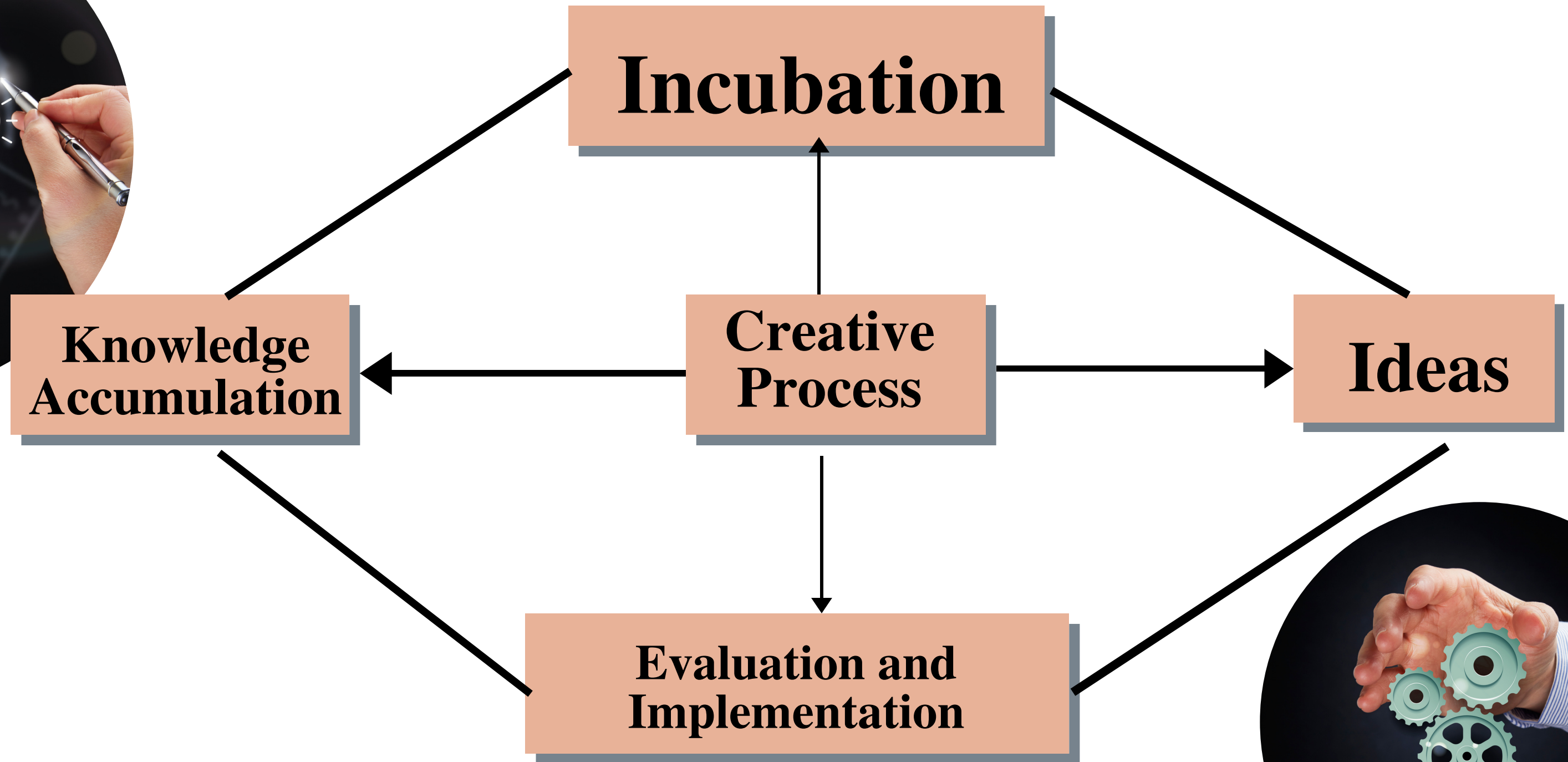


Opportunity Identification: The Search for New Ideas

- The Opportunity of identification is main to entrepreneurship and involves:
 - The creative pursuit of great ideas.
 - The innovation of process impact.
- The first step for any entrepreneur is the identification of a “good idea and be creative.”
 - The search for good ideas is not easy.
 - Opportunity recognition can lead to personal and communities.



The Critical Thinking Process





Misconception About Entrepreneurship

1. Entrepreneurship is easy.
2. Entrepreneurship needs only a great idea.
3. Entrepreneurship is only small business.
4. Entrepreneur is too risky.
5. Entrepreneur is venture, small business and not for future.

Small Business Vs Entrepreneurial Ventures (The Differences)

Small Business

- Independently owned, small capital, operated, and financed
- Has less than 100 employees
- Has relatively little impact on its industry

Entrepreneurial Ventures

- An organization pursuing opportunities and targets
- Characterized by innovative practices
- Main goals are profitability by time to time

Importance of Entrepreneurship

1 *INNOVATION*

Process of creating, changing, researching, transforming, and revolutionizing.

2 *NEW START-UPS*

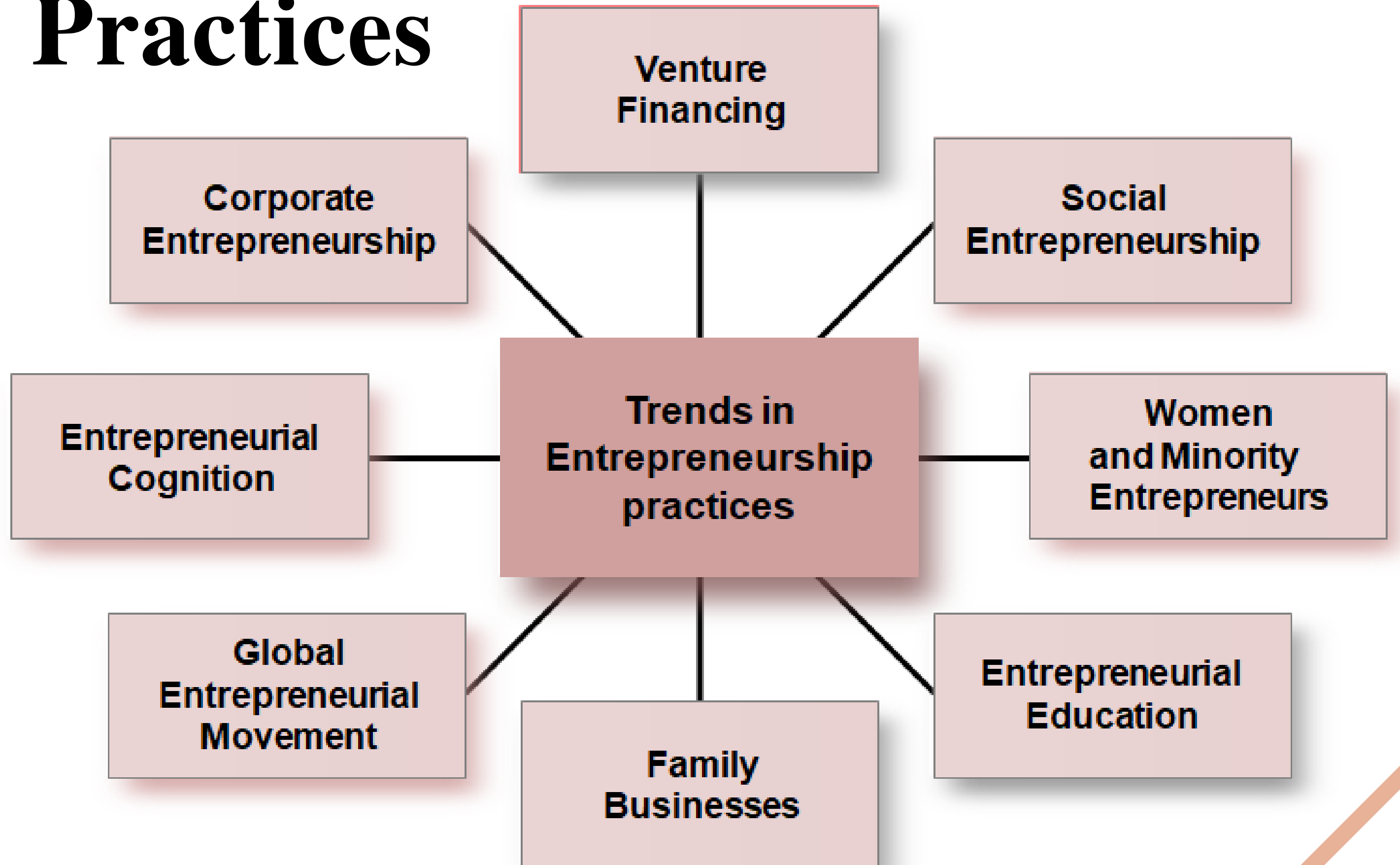
Important because new company contribute to economic development through benefits such as product-process innovation.

3 *JOB CREATION*

Looking the overall long-term economic health of communities, regions, and country.



Trend in Entrepreneurship Practices



Types of Entrepreneurs:



Habitual Entrepreneur

Prior to business ownership experience.



Novice Entrepreneur

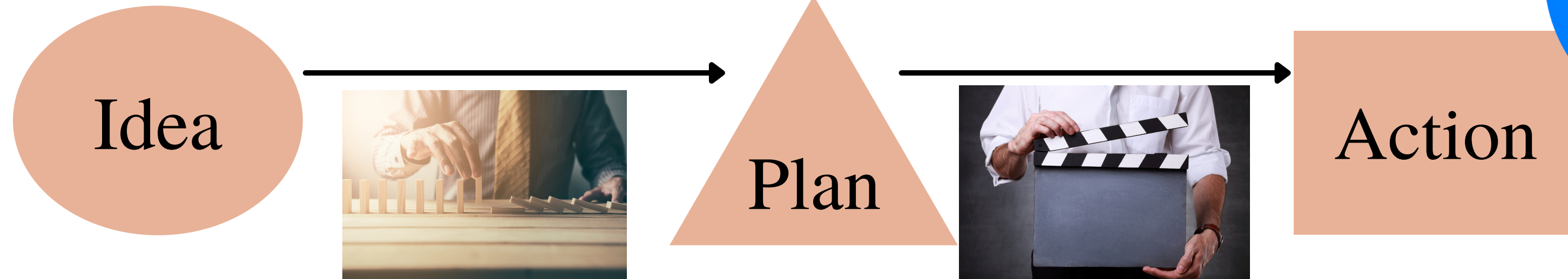
Has no prior business ownership experiences as a business founder.

Nascent Entrepreneur

- In the process of starting a new business and ideas.
- Can be either a novice or a habitual entrepreneur.



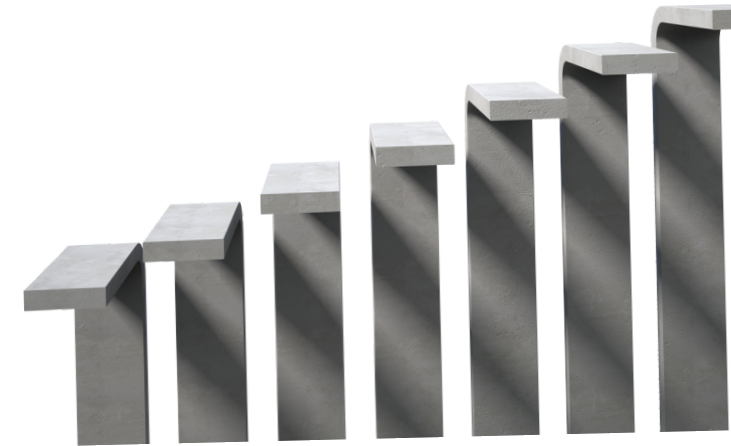
The Entrepreneurial Process



1. Searching the Entrepreneurial Context
2. The Identifying Opportunities and Possible Competitive Advantage;
 - Opportunities are positive external trends or changes that provide unique and distinct possibilities for innovating and creating value
3. Initiate the start up
4. Managing the start up

Basic Characteristics of Entrepreneurs

1. Opportunity orientation
2. Initiative and responsibility
3. Commitment, determination, and perseverance
4. Persistent problem solving
5. Seeking feedback
6. Internal locus of control
7. Tolerance for ambiguity
8. Calculated risk taking
9. Creativity and Innovativeness
10. Vision
11. Self-confidence and optimism
12. Independence
13. Team building



Goal : Never Give Up on Becoming an Entrepreneur

Stay Alive

You can achieve anything if you are still alive.



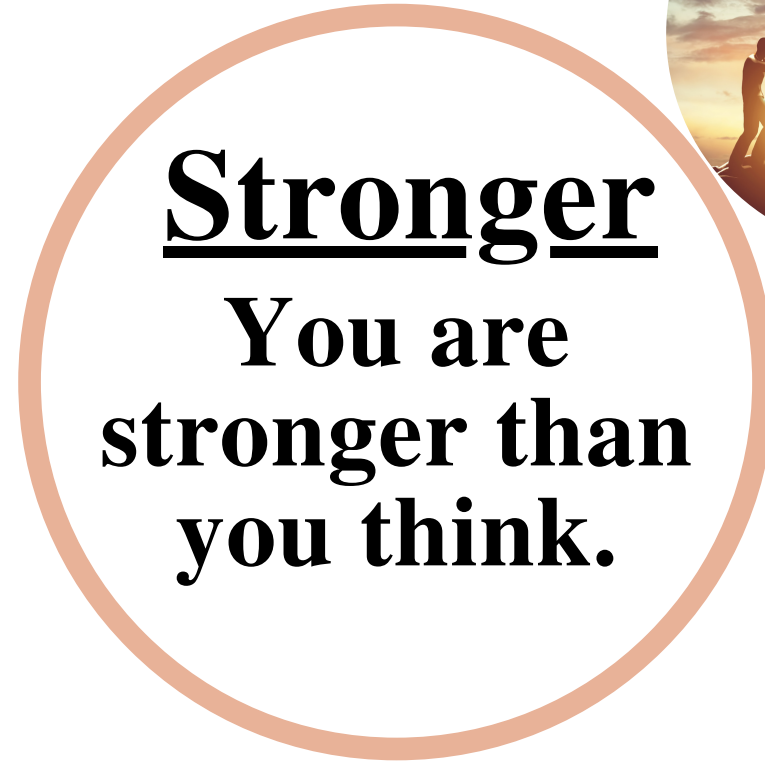
Lower your expectation

99.99 % of success is effort.



Stronger

You are stronger than you think.



The Dip

Dare to fail.



Persistent

100% power of will.



Fake it

Positive mind setting.



Don't Compare

Never comparing yourself with others.
##Chin Up



Innovation Processes



Types of Innovation

- Invention of business
- Extension of business
- Duplication of business
- Synthesis of business

Sources of Innovation

- Process needs
- Industry and market changes
- Demographic changes
- Perceptual changes
- Knowledge-based concepts



Example Types of Innovation

| Types | Description | Examples |
|--------------------|--------------------------------------------------------------------------------------|--------------------------|
| Invention | Totally new product, service, or process | Thomas Edison—light bulb |
| Extension | New use or different application of an already existing product, service, or process | Mark Zuckerberg—Facebook |
| Duplication | Creative replication of an existing concept | Pizza Hut—pizza parlor |
| Synthesis | Combination of existing concepts and factors into a new formulation or use | Howard Schultz—Starbucks |



Go as Successful Great Entrepreneur

- Intelligent people tend to have less friends than the average person. The smarter the person is, the more selective they become.

Source: Norman P. LI, Satoshi Kanazawa





Summary



Entrepreneurship skill knowledge is the ability of idea and willingness to develop, organize and run a business enterprise in order to make a profit and try to control than any loses.

Entrepreneurship skill need high commitment, discipline and innovation ideas to ensure continued success and also able to assist in all levels of communities with an effective economic cycle.



Questions to Ponder



1. Describe the skill of entrepreneurship knowledge.
2. How to create the opportunity identification of the search for new ideas?



Reflection...



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.....

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SOCIAL ENTREPRENEURSHIP

MOVING FORWARD

**by Asst. Prof. Dr. Rozailin Abdul Rahman
Entrepreneurship Development Centre (EDC),
IIUM Gombak Campus**

Definition:

What?????



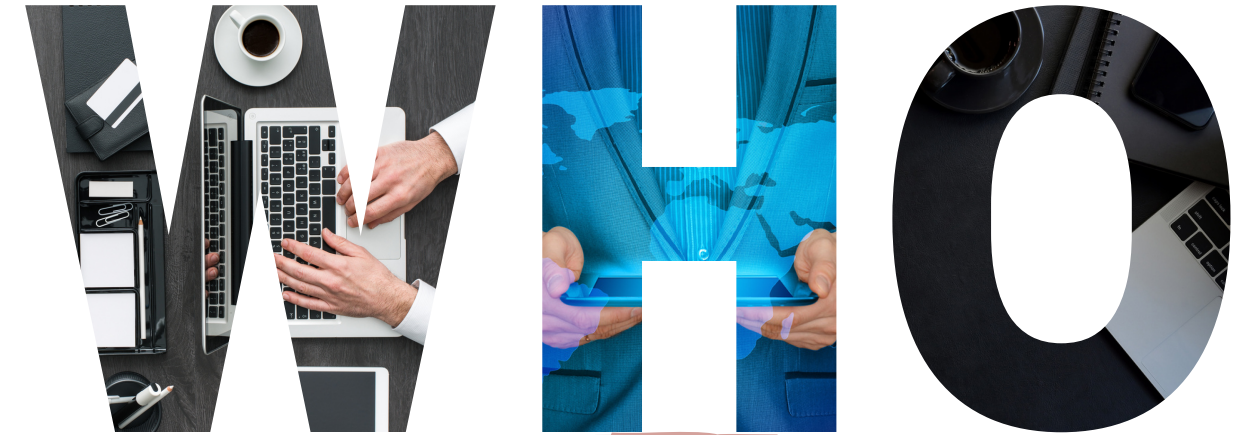
- A Social Enterprise (SE) is a cause-driven business that puts a social mission at the heart of the enterprise.
- SE has a business model to be sustainable with a social or environmental mission plus a socially and environmentally responsible business ethics.

Objectives:

- Currently, SE seems to be unusual but eventually become business usual due to the higher level of responsible and ethical conduct in performing business.
- It is a business model that become cure and improves social and environmental situations we are facing right now.



SE Involvement:



- Any individual/corporation/organization can apply the SE business model.
- New venture/existing one.
- ALL are possible to have a SE set-up.



Modus Operandi:



New Business -

- Identify a social mission.
- Craft a business model that can sustain the social mission.
- Must be operated in a socially and environmentally responsible manner.

Existing business -

- Identify a social mission that you would like to lead.
- Embed the social mission into your existing soul.
- Adjust the way you operate the existing business to now that can support the social mission.

H
O
W

SE VS NGO



The Biggest Different:

SE

Generates
income
from trade.



NGO

Generates
income
through
donation fund
raising.



SE Criterias



How they treat their net profit

- Channel most of their net profit back to increasing their impact to their beneficiary.
- Lesser portion as dividends to their shareholders.
- Look at their Memorandum and Articles of Association (MAA).
(Stipulate that they are a SE)
(Incorporate certain articles that are specific includes conditions for asset locks, treatment of dividends etc).

- 51% of workforce are from target beneficiary groups and/or
- 35% of the business cost is channeled towards providing income, training or subsidized goods or services to the beneficiary groups and/or
- 35% of the production raw materials or resources is spent to the environmental mission and/or
- 51% of the profits is distributed to solve the social mission

LEGAL ENTITY

No
Specific
Entity!

- Can register as Sole Proprietor, Sdn Bhd, a partnership, a cooperative etc.



Official Recognition

Under the
Ministry of
Entrepreneur
Development
and Cooperative
(MEDAC).

**The ministry
accredits SE on
three levels; SE
Basic, SE.A
(Accreditation)
& SE.A Plus.**

Garden Virtue Empire

Dr. Rozailin Binti Abdul Rahman, IIUM



The Hook

1



2

3



The Problem...

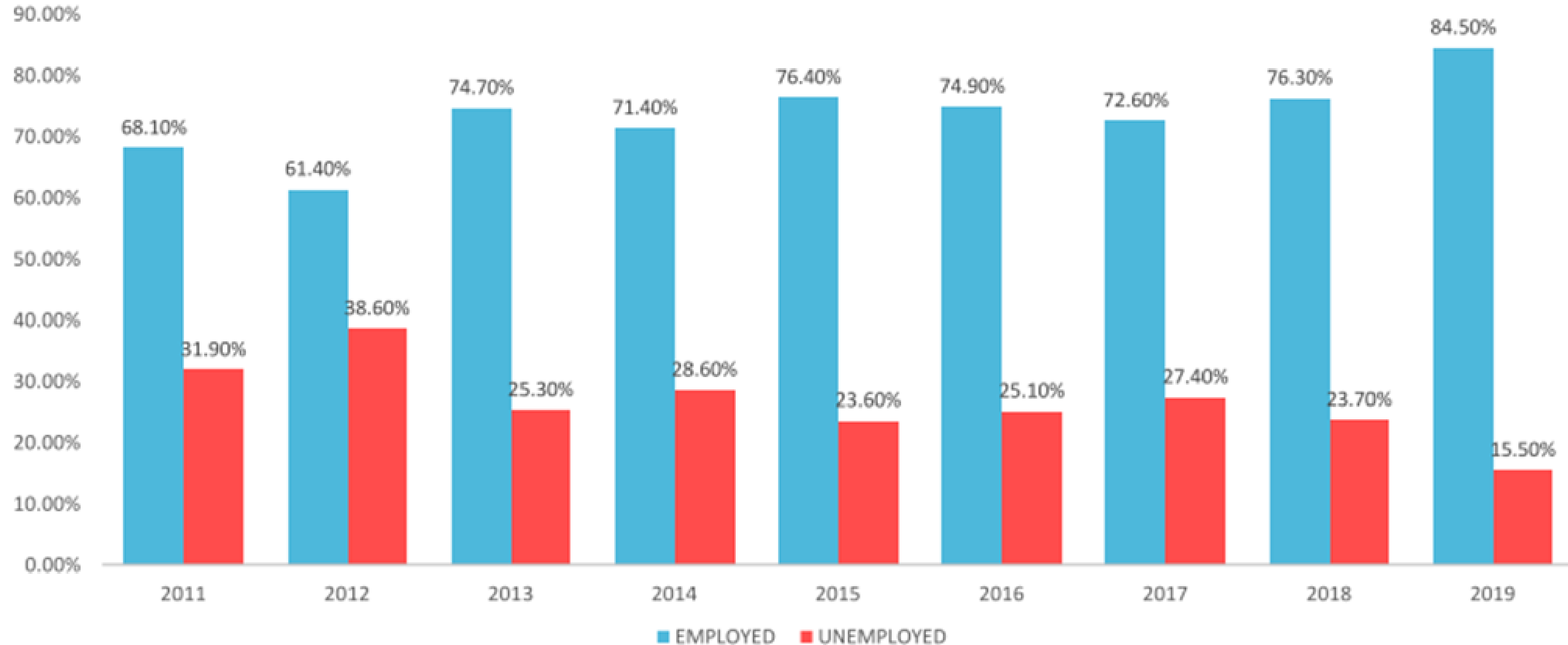
High number of IIUM students being unemployed upon graduated involving B40 and Asnaf categories.



The Validation of The Problem



OVERVIEW ON IIUM GE



The Solution...



IIUM team in collaboration with Koperasi Kelab Keluarga Malaysia Berhad will train and place beneficiary as Putrajaya Tourist Guide.

The Beneficiary



IIUM B40
and Asnaf
graduated
students.

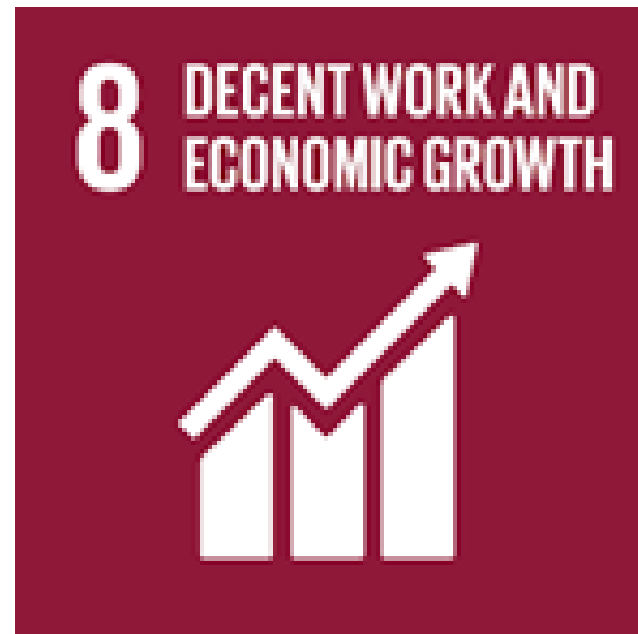


The Target Impact of The Solution



- Uplift their way of live by providing them job and also they can get consistent halal incomes plus commissions.

- Involved SDG 2, 8 and 9.



Unique Proposition



- Direct job placement.
- Putrajaya huge market.
- Other job opportunities.
- Graduates able to speak Malay, English and Arabic.


Social Business Model Canvas

GARDEN VIRTUE EMPIRE

| | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Key Resources</p> <ul style="list-style-type: none"> • Staffs • Insurances • Website and apps designer • Offices • Transportations <p><i>What resources will you need to run your activities? People, finance, access?</i></p> | <p>Key Activities</p> <ul style="list-style-type: none"> • Brainstorming • Recruiting • Training • Promoting • Customer services • Close deal • Financial preparation • Developing website and apps • Creating social media • Prepare contents • Interactive interaction <p><i>What programme and non-programme activities will your organisation be carrying out?</i></p> | <p>Type of Intervention</p> <ul style="list-style-type: none"> • Training • Placement • Offer services including tour guide in Putrajaya • Provide accommodations <p><i>What is the format of your intervention? Is it a workshop? A service? A product?</i></p> | <p>Segments</p> <ul style="list-style-type: none"> • Asnaf and B40 IUM Students <p>Beneficiary</p> <p>Customer</p> <ul style="list-style-type: none"> • Foreign Tourists • Local Tourists • Students • Club and societies • Gov and private staffs <p><i>Who are the people or organisations who will pay to address this issue?</i></p> | <p>Value Proposition</p> <ul style="list-style-type: none"> • Direct Job placement • Putrajaya huge market • Other job opportunities <p>Social Value Proposition</p> <p>Impact Measures</p> <ul style="list-style-type: none"> • 15 Less unemployed graduates • Less crimes <p><i>How will you show that you are creating social impact?</i></p> |
| <p>Partners + Key Stakeholders</p> <ul style="list-style-type: none"> • Koperasi Kelab Keluarga & Masyarakat • EDC • MOTAC • Transportation companies • Bank Islam • SSM • Hotels <p><i>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</i></p> | <p>Channels</p> <ul style="list-style-type: none"> • Main office at IUM • Social Media (IG, FB Page, Website) <p><i>How are you reaching your beneficiaries and customers?</i></p> | <p>Surplus</p> <ul style="list-style-type: none"> • Intermediate and advanced level of digital entrepreneurship trainings <p><i>Where do you plan to invest your profits?</i></p> | <p>Revenue</p> <ul style="list-style-type: none"> • 60% Website and Apps • 30% Sales through offices • 10% Events <p><i>Break down your revenue sources by %</i></p> | <p>Customer Value Proposition</p> <ul style="list-style-type: none"> • Affordable tour packages • Friendly services • Custom-made tours • Syariah Compliances • Service <p><i>Why do your customers want to get out of this initiative?</i></p> |
| <p>Cost Structure</p> <ul style="list-style-type: none"> • Administration • Training • Transportation • Operating Utilities • Rental <p><i>What are your biggest expenditure areas? How do they change as you scale up?</i></p> | <ul style="list-style-type: none"> • Marketing • Web and Apps Maintenance Fees • Certification | | | |

MARKETING STRATEGY

- Involved both OFFLINE (main office inside IIUM) and ONLINE (IG, FB, Twitter, TikTok, Website, Youtube Channel) approaches.
- Work closely with Perbadanan Putrajaya and Kelab Keluarga dan Masyarakat Malaysia (their main activities involved tourism).
- Offer virtual tour during Covic 19 Pandemic.



PROMOTION
SALES
VIRAL
MARKET
ADVERTISING
OBJECTIVES
PRICE
INTERNET
TARGET

Potential Market Size



| YEAR | ARRIVALS |
|------|---------------|
| 2020 | 4.33 million |
| 2019 | 26.10 million |
| 2018 | 25.83 million |
| 2017 | 25.95 million |
| 2016 | 26.76 million |
| 2015 | 25.72 million |
| 2014 | 27.44 million |
| 2013 | 25.72 million |
| 2012 | 25.03 million |
| 2011 | 24.71 million |
| 2010 | 24.58 million |
| 2009 | 23.65 million |
| 2008 | 22.05 million |

40

Sources:

<https://www.tourism.gov.my/statistics>

Estimated Revenue



Tourism Revenues in Malaysia is expected to reach RM60,015.00 Million by the end of 2021, according to Trading Economics global macro models and analysts expectations. In the long-term, the Malaysia Tourism Revenues is projected to trend around RM75,550.00 Million in 2022, according to our econometric models.

(<https://tradingeconomics.com/malaysia/tourism-revenues>).



GAME PLAN



First year :

- Recruiting of fifteen B40 and Asnaf among IIUM graduates to become the beneficiaries.
- Setting up company (sole proprietor) based in IIUM.

Second year :

- Adding up beneficiaries to another fifteen.
- Open up small office at Putrajaya.

Third year :

Upgrading facilities, improved SBMC, open branch in Klang Valley area.

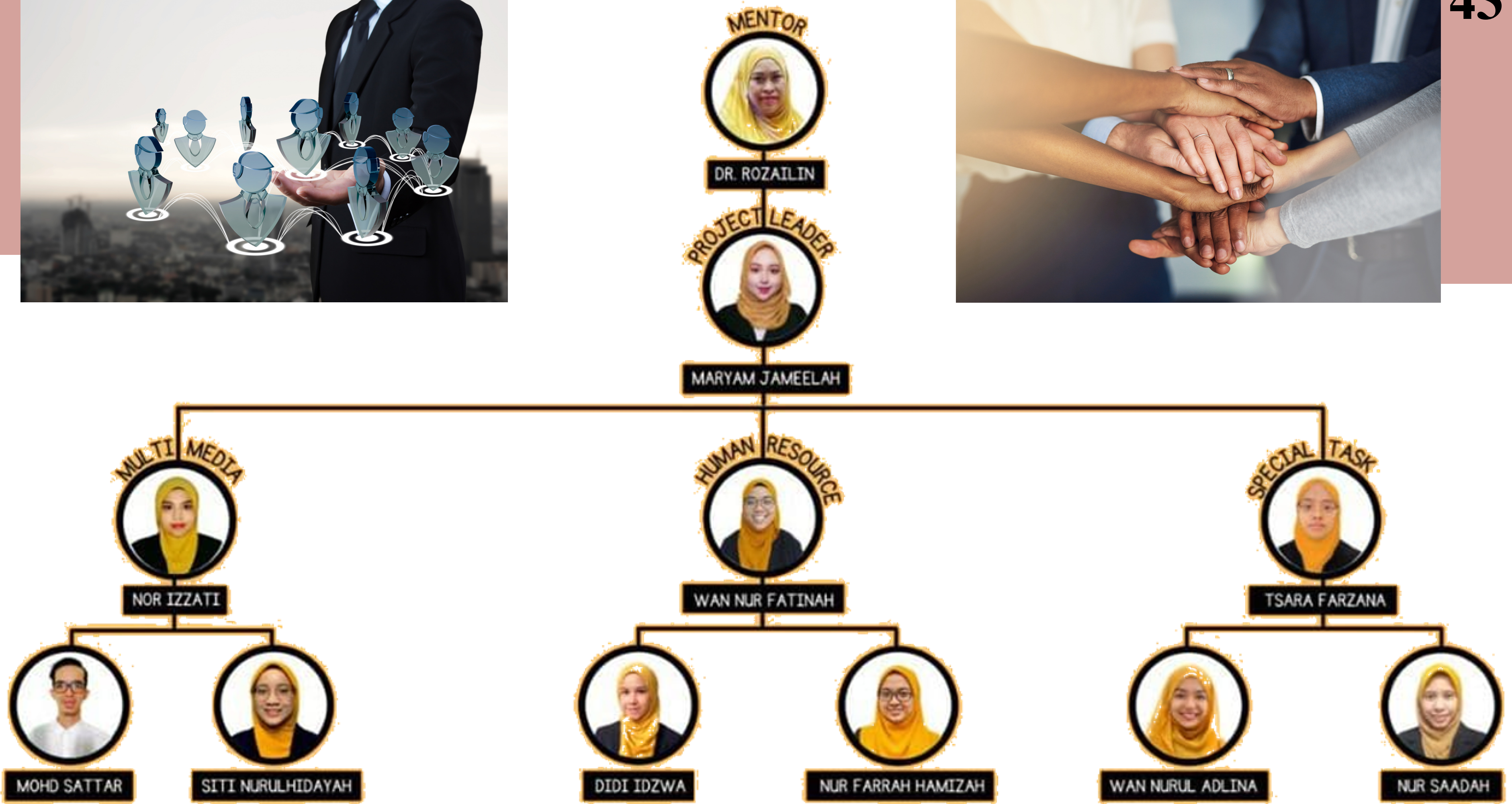
Fourth year :

Open another branches in Kuantan and Pagoh area.

Fifth year :


- Upgrade sole proprietor to Sdn. Bhd.
- Open shares to limited shareholders.

ORGANIZATIONAL CHART




Company Registration




Suruhanjaya Syarikat Malaysia
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**


Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

GARDEN VIRTUE EMPIRE
NO. PENDAFTARAN: 202103250428 (AS0435849-H)


telah didaftarkan dari hari ini sehingga **24 OGOS 2022** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **CHILLAX CAFE, LEVEL 1, ADMINISTRATION
BUILDING, IUM, JALAN GOMBAK, , 53100 GOMBAK, SELANGOR**

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **25 OGOS 2021**.


NOR AZIMAH BINTI ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Wed Aug 25 09:36:00 MYT 2021


Suruhanjaya Syarikat Malaysia

SUNGGUHPUN SEGALA USARA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DINERI ADALAH BETUL DAN
KEMUNGKIN PendaftaR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGJAWABKAN BAGI SEBARANG KESUGUAN KERANA MAKLUMAT
YANG TERSELAJ ATAU TERTIMOGAL

**** MAKLUMAT PERNIAGAAN ****

| | |
|--------------------------|--------------------------------------------------------------------------------------------------|
| NAMA PERNIAGAAN | : GARDEN VIRTUE EMPIRE |
| NO PENDAFTARAN | : 202103250428 (AS0435849-H) |
| ALAMAT UTAMA PERNIAGAAN | : CHILLAX CAFE, LEVEL 1, ADMINISTRATION BUILDING, IUM, JALAN GOMBAK, 53100 GOMBAK SELANGOR |
| BENTUK PERNIAGAAN | : PEMILIKAN TUNGGAL |
| TARIKH MULA BERNIAGA | : 25-08-2021 |
| TARIKH PENDAFTARAN | : 25-08-2021 |
| TARIKH LUPUT PENDAFTARAN | : 24-08-2022 |
| STATUS | : AKTIF |

**** JENIS PERNIAGAAN ****

ADVERTISING, CAR RENTAL

**** MAKLUMAT CAWANGAN ****
*** TIADA CAWANGAN ***

UserID : EZBIZ Tarikh: Wed Aug 25 09:36:00 MYT 2021

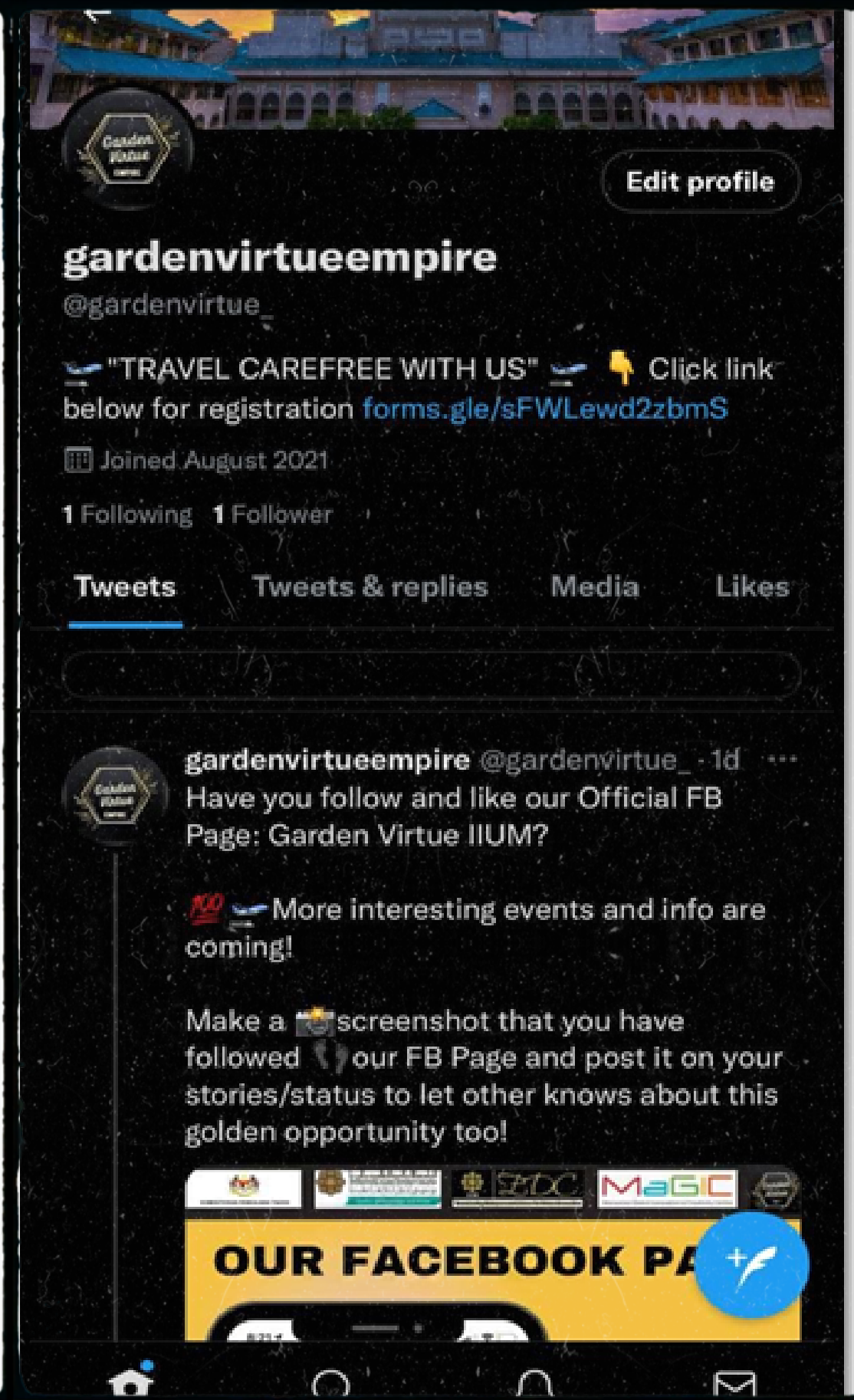
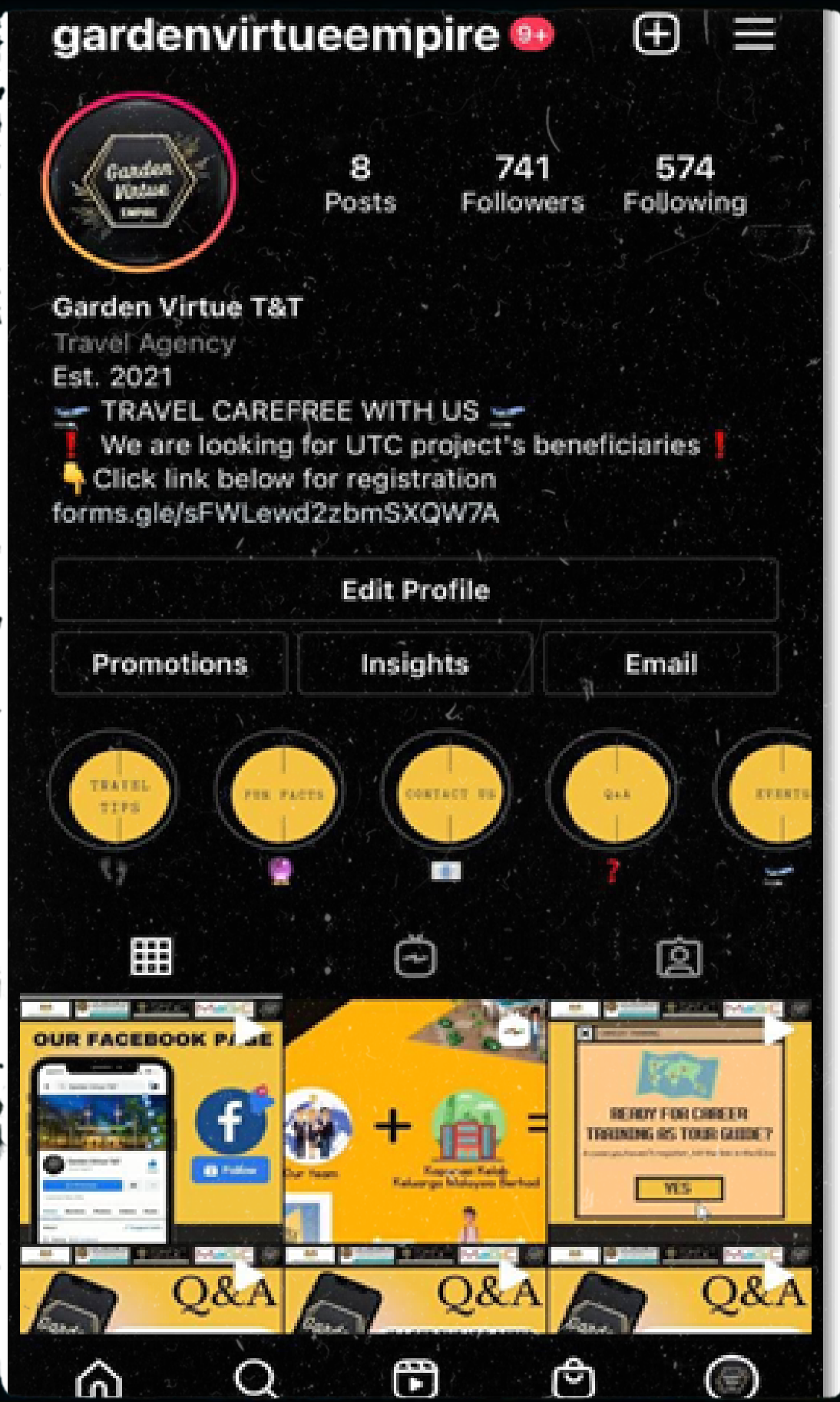
1 / 2

Instagram

Twitter

TikTok

SOCIAL MEDIA



Website

GARDEN VIRTUE EMPIRE

TRAVEL CAREFREE WITH
US

DISCOVER GARDEN VIRTUE EMPIRE

Travel Carefree With Us

Garden Virtue Empire in collaboration with Koperasi Keluarga Malaysia Berhad provide the job opportunity in the tourism field to all the beneficiaries which are from B40 group and Asnaf category. They will be placed as Tourist Guide in Putrajaya.

46

Our objectives are to uplift the way

HOME VIDEOS PLAYLISTS CHANNELS AB

Garden Virtue Empire
3 subscribers

EDIT CHANNEL MANAGE VIDEOS

Uploads

Introduction to Garden Virtue Empire
8 views · 1 week ago

2:37

YouTube Channel

atau

Cipta Akaun Baharu

Garden Virtue Empire
Agensi Pelancongan

Suka

WhatsApp

Halaman Utama Semakan Gambar Video Sia

Perihal

☆ Nilai · 0 (0 semakan)

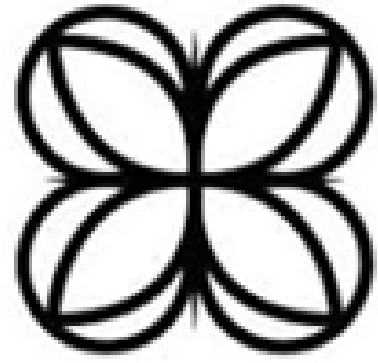
☎ 013-743 1309

✉ gardenvirtue.iium@gmail.com

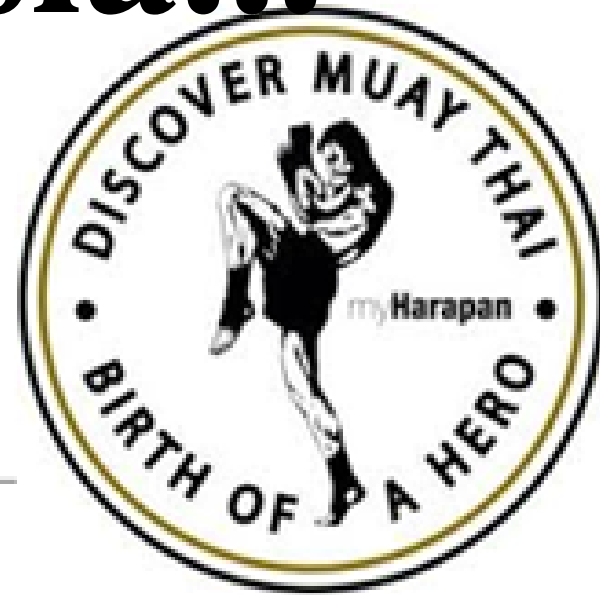
① UTC is a project under the collaboration of KPT, MaGIC and Koperasi Kelab Keluarga Malaysia that provide job opportunity in tourism fie

Facebook

SE in Malaysia...



COTTON & SAGO



masala wheels





Reflection...



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ENDLESS BUSINESS OPPORTUNITIES WITH ONLINE MARKETING



by Dr. Ahmad Fahmi Harun @ Ismail
Entrepreneurship Development Centre (EDC),
IIUM Kuantan Campus

What is Entrepreneurship?

- Basically, it means a person who is running a business, taking risks, manages an organization to gain profit.
- Anyone who starts and operates a business is an entrepreneur.



ST NEWS MALAYSIA WORLD MONEY LIFE ENTERTAINMENT SHOWS & MOVIES OPINION SPORTS TECHNOLOGY TRAVEL

1 in 5 trainee doctors quit in Malaysia, some become waiters instead



ST VIDEOS

HOME MALAYSIA WORLD MONEY LIFE ENTERTAINMENT SHOWS & MOVIES OPINION SPORTS TECHNOLOGY TRAVEL

Why are fresh grads earning less? Lack of digital savvy, recruiters suggest

Published 2 months ago on 18 April 2019

BY BOO EUN-LYNN

News Business Sport Metro Tech Lifestyle Education Opinion Video Property Jobs

TOPICS: #KualaKuala2019 | 2019 | Export Excellence Awards 2019 | Asian | Travel | The Golden

Graduates lack critical thinking skills, says CEO

Monday, 17 Nov 2014
12:00 AM MYT
By CHRISTINE CHEAH



PETALING, MYA: Graduates these days are lacking critical thinking skills, said TalentCorp CEO Johan Mahmood Marican (pic).

THE IRRAWADDI POST

Home Geopolitics Spotlight Energy Markets Tech

Who is to blame for Malaysia's jobless youths?

Ahmad Farhan
2 April 2019




Tuesday, 30 July 2019, 4:07 PM

NEW STRAITS TIMES

NEWS BUSINESS LIFESTYLE SPORTS WORLD OPINION

Orange t-shirt attire and the blemish of shame

Home · Education

90 minute and above

Demand for soft skills in the workplace

Some of The Dilemmas

- About 44,000 graduates are without jobs as they have nothing outstanding to offer to the job markets although they possess degrees and diplomas.
- Professor Emeritus Datuk Dr Khoo Kay Kim of Univ. Malaya said this was one problem which must be looked into.
- He said this had been **mainly caused by students memorising facts** without knowing how to apply them in a particular situation.
- “As a result, most of them can’t even do simple things or solve simple problems. Another factor is their **laid-back attitude**. This is one phenomenon that is evident today”

NST August 20, 2002

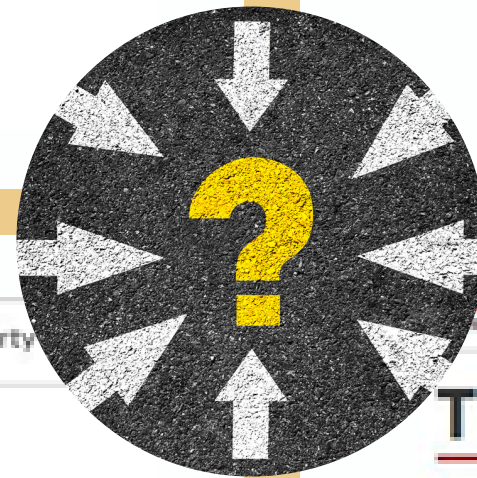


Home News Parliament Editor's Pick Special Report Roundup Opinions Letters Yoursay KiniGuide knowMYpalmoil Ne

NEWS

More than 850 medical graduates quit in past 3 years, says minister

Published: 29 Jul 2019, 3:33 pm



Essential skills still lacking

TALENT

Saturday, 15 Dec 2012

12:00 AM MYT

By CECILIA KOK



The rise of digital marketing

BUSINESS

Saturday, 19 Sep 2009

12:00 AM MYT

By LEE KIAN SEONG



Employer Rate the Importance of Candidate Qualities/Skills



- Communication (verbal and written) 4.69
- Honesty/Integrity 4.59
- Teamwork skills 4.54
- Interpersonal skills 4.50
- Strong work ethics 4.46
- Motivation and initiative 4.42
- Flexibility/Adaptability 4.41
- Analytical skills 4.36
- Computer skills 4.21
- Organisational skills 4.05



- Detail oriented 4.00
- Leadership skills 3.97
- Self confidence 3.95
- Friendly/outgoing personality 3.85
- Well mannered/Polite 3.82
- Tactfulness 3.75
- **GPA (3.0 or better) 3.68**
- Creativity 3.59
- Sense of humour 3.25



The Philosophy of OBE

IT'S
NOT
WHAT WE
WANT TO
TEACH,

IT'S
WHAT THE
STUDENTS
SHOULD
LEARN.





BACK THEN & NOW



Back then

- Need to have a physical shop
- Stockpile business materials
- Wait for costumers to come and buy things

Now

- Digital entrepreneurship, no need for physical shop
- No need to keep stocks
- Promotion can be done more efficient

Most Visited Websites

January 2021



#1 Google: 92.5 billions searches every month.

#2 YouTube: most popular video website. 34.6 billions videos are watched every month.

#3 Facebook: more than 25.5 billions active users access Facebook monthly.

#5 Wikipedia with 6.1 billions visitors monthly

#7 Baidu: Chinese version of Google with 5.6 billions every month.



Google

You Tube

facebook

Bai du 百度

Wikipedia

DIGITAL REVOLUTION

A NEW WAY
OF DOING
BUSINESS





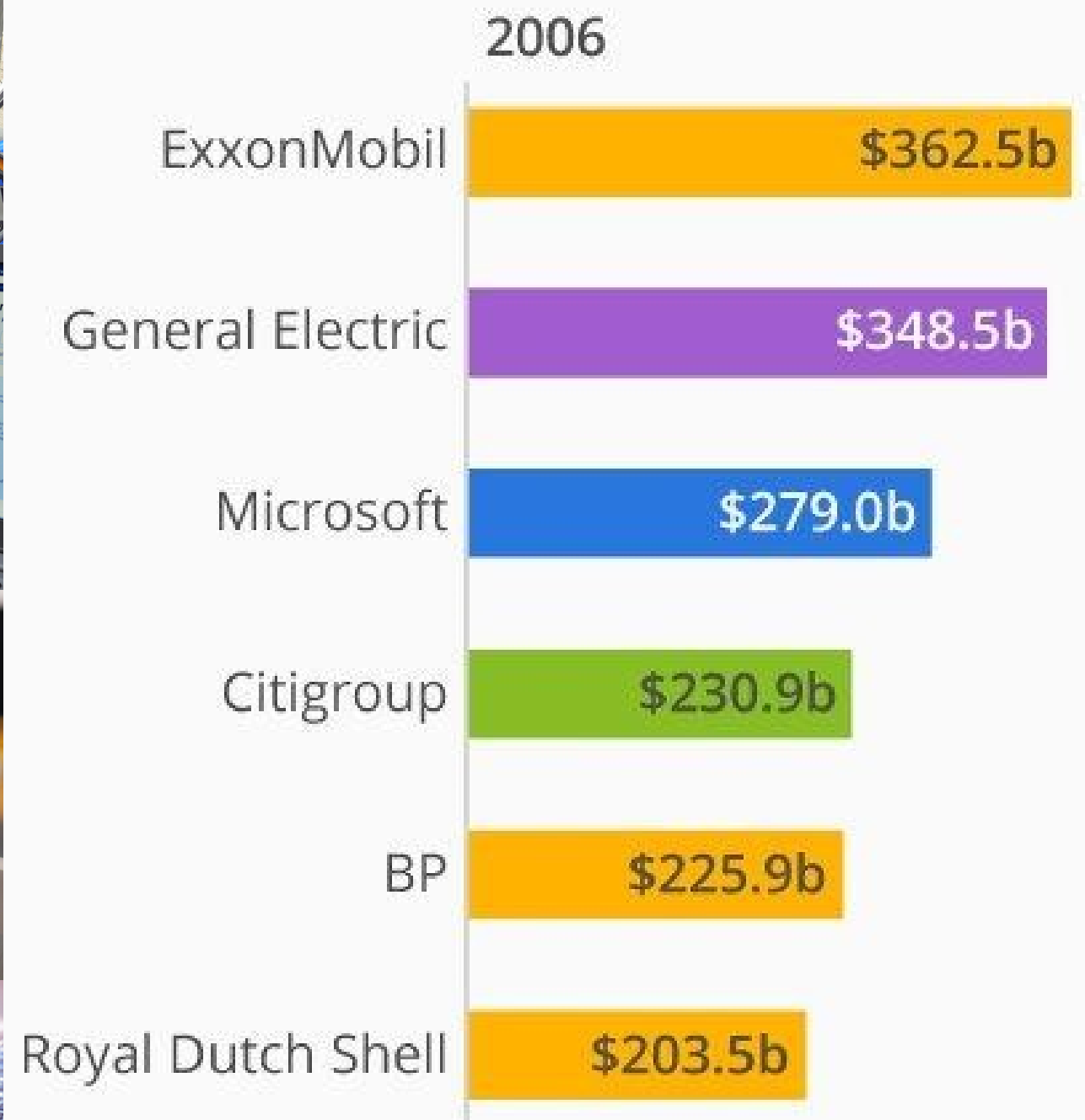
DIGITAL MARKETING

"Ignoring digital marketing is like opening a business but not telling anyone."

The Age of Tech

Market capitalization of the world's most valuable public companies

■ Tech
 ■ Oil/Energy
 ■ Financial Services
 ■ Conglomerate



DEFINITION

WHAT IS DIGITAL MARKETING ?



"Digital marketing is about engaging users online and helping brands to connect with customers"

MARKETING



The Main Characteristics

The main **characteristics** of a **digital company** are:

- **Digital marketing** activities.
- **Digital selling**.
- Digitization of **processes**.
- Digital nature of **goods** or **services**.



THE DIGITAL ENTREPRENEUR

WHO IS
A DIGITAL
ENTREPRENEUR ?



Digital Entrepreneurs must develop these skills:

- Creativity
- Leadership
- Goal Orientation
- Risk Taking

“The only way to do great work is to love what you do”



The Importance of Digital Marketing



Customers are online which mean companies need to be **online too.**



Benefits of Digital Marketing

- Enhance interactions between **companies** and users, improving **customer relationship**.
- Ease to identify **targeted customers**.
- Greater **engagement**.
- It is more **affordable** than traditional media.
- Easy to use for **small** and **medium** companies.
- Ease to **monitor** and **analyze** digital campaign with real time **results**.



Customers Changing Behavior

Unlike traditional media **digital technologies** allow users to self-select their own **experience.**

Customers are no more passive users, they are **proactive.**

Users can **interact** each others and **influence** the **perception** of a brand **online.**





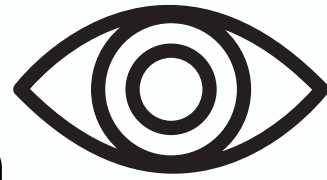
DIGITAL WORKPLACE

BUSINESS ORGANIZATION IN THE DIGITAL ERA



Benefits of Digital Transformation

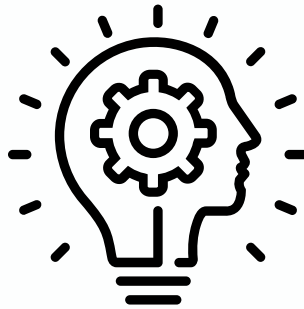
Updated company vision



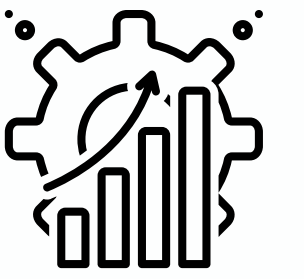
empowered workforce



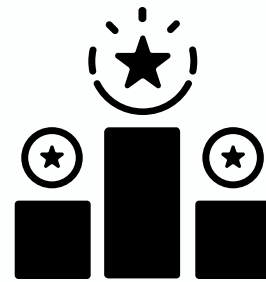
Thriving culture of innovation



Improved efficiency



Greater competitive advantage



Deeper data analysis



Increased internal collaboration



Increased customer conversion and loyalty



- **We are creating a group of scientist entrepreneurs like Thomas Edison and Marie Curie.**
 - **They don't apply for a job, but they create jobs.**
 - **Scientists and medical practitioners who can run a business.**

**The Bottom
Line is...**



**DIGITAL
MARKETING**

It is a new current
industrial
revolution and
entrepreneurship.

The time to build a
digital company
for everyone is
NOW!

Digital Revolution

The Great Downfall

NOKIA
Connecting People

Late entry in smartphones industry

Late response to Qualcomm

I was created to create

Create

Create





Questions to Ponder

1. Identify two dilemmas faced by our freshly graduates in this digital era.
2. Provide three online platforms that can be utilized to start online business.



Reflection...



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VALUE PROPOSITION CANVAS

by Asst. Prof. Dr. Ros Aniza Mohd. Shariff
Entrepreneurship Development Centre (EDC),
IIUM Gombak Campus



What is Value Proposition Canvas?



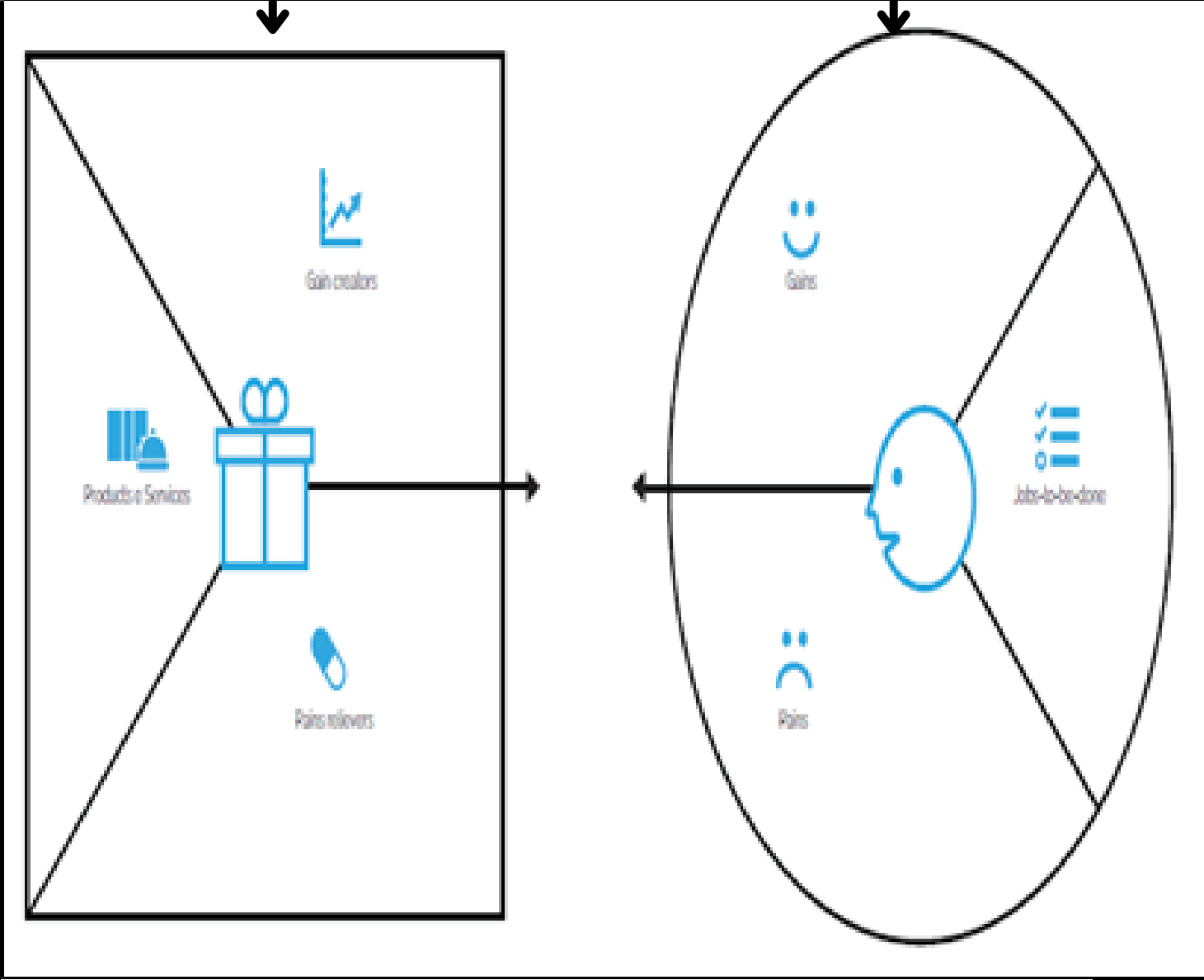
A business model tool to make sure that a company's product or service matches customers' values and needs.

For this to happen, the Value Proposition Canvas explores more deeply these two blocks from the Business Model Canvas:

- Customer Segment
- Value Proposition



Value Proposition Canvas



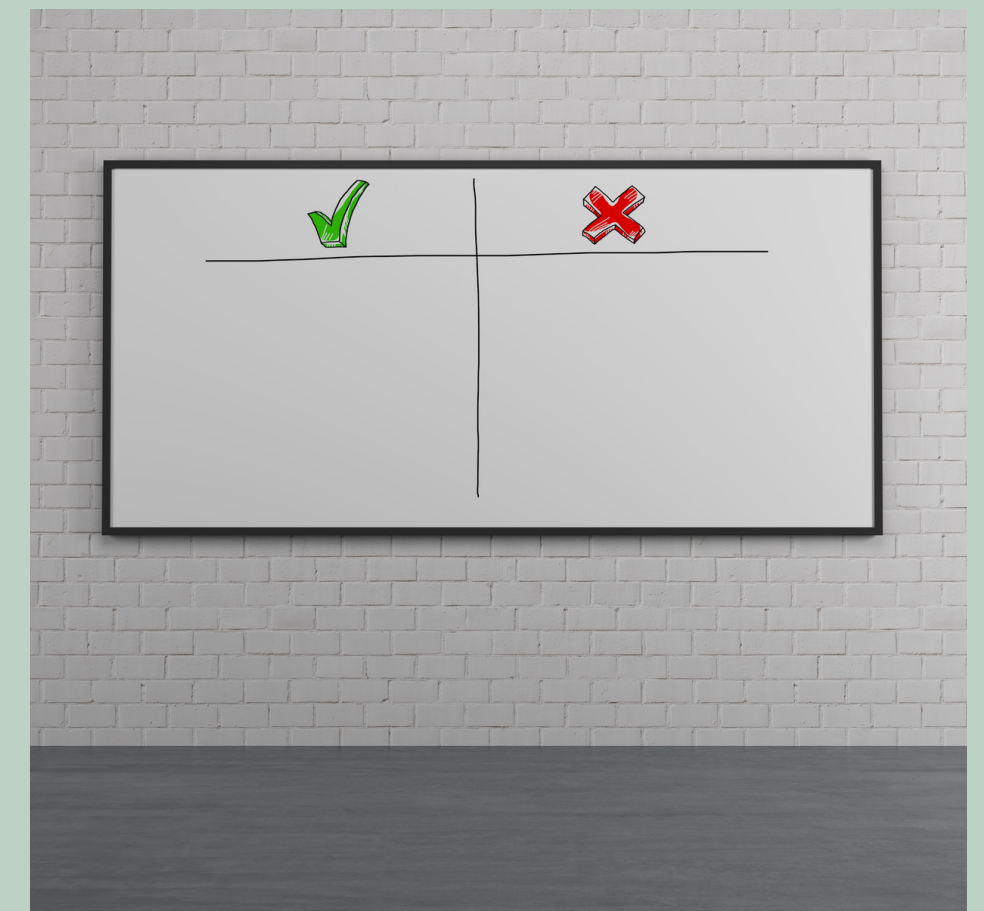
Value Proposition Canvas

Business Model Canvas



What Are The Advantages Of Using The Value Proposition Canvas?

- Understanding the customer, with their needs and expectations;
- Developing a product in accordance with what your customer need and want;
- Comparing a product you already have with the user's need;
- Finding your product-market fit;
- Avoiding producing something nobody wants.



Value Proposition Canvas

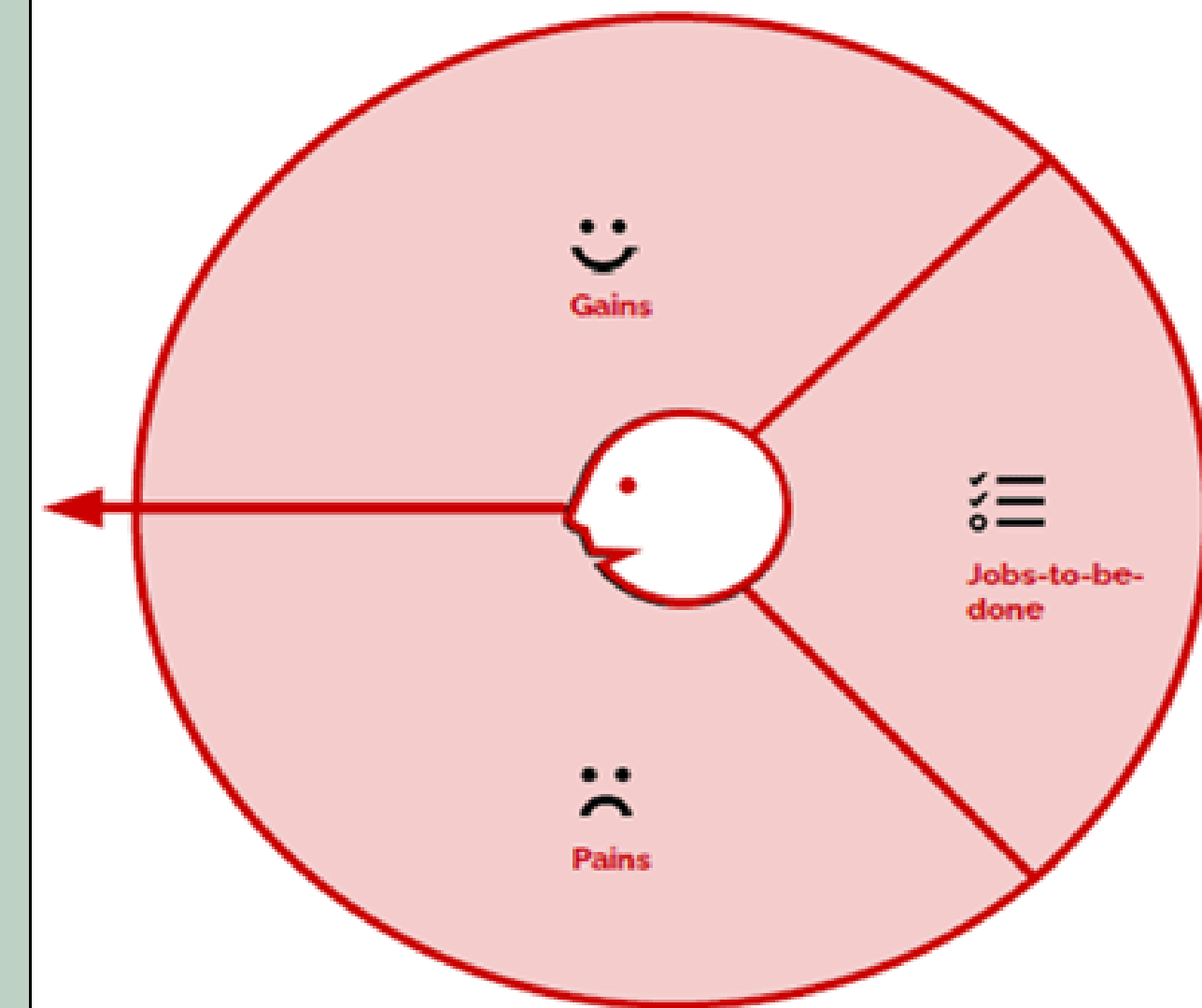
Customer / Client Profile.

What type of client are we targeting?

1. Customer jobs. What tasks do you aim for? What do you want to achieve?
2. Gains. What makes our typical customer happy? What do you hope to get?
3. Pains. What he does not like? Where do you suffer?

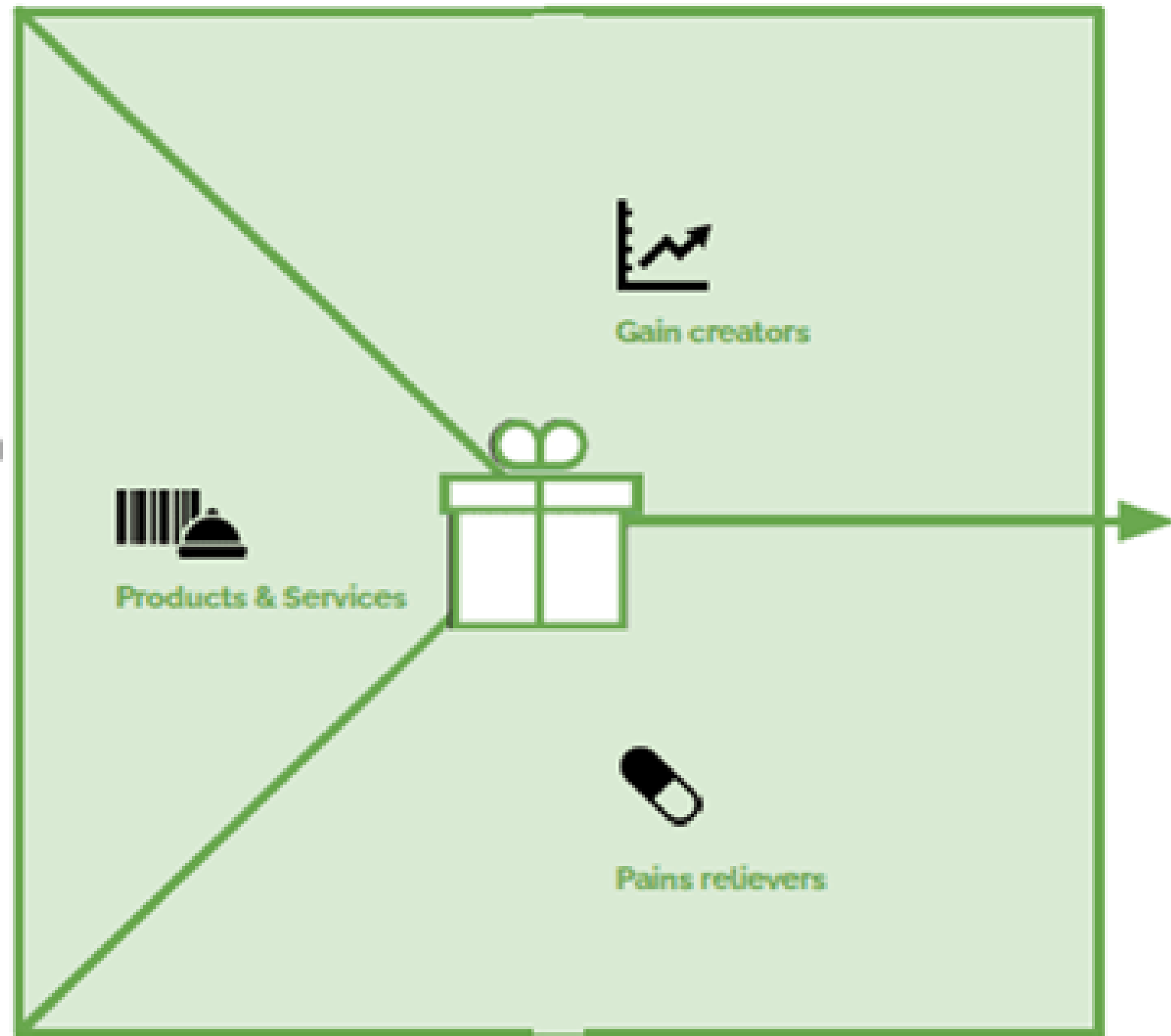


Client Profile



Value Proposition Canvas

Value Proposition



Value proposition.

What do we bring to the client?

1. Gain creators. How do we add value to it?

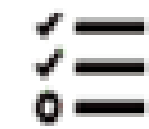
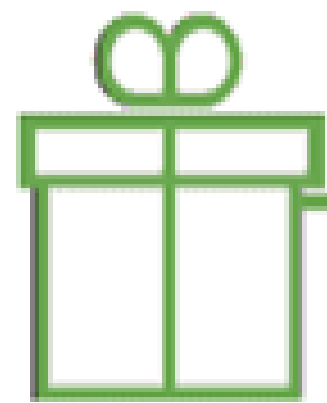
2. Pain relievers. How do we eliminate what makes you suffer?

3. Products and services. What do we offer you? In what format





Jobs-To-Be-Done



Jobs-to-be-done





Jobs-To-Be-Done



What functional tasks is my customer trying to perform? (day by day tasks, problems at work, etc.)

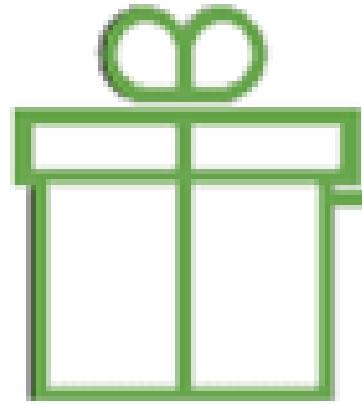
What social tasks is my customer trying to accomplish? (get a promotion, gain status, have a network, etc.)

What emotional tasks is my customer trying to complete? (get in shape, feel good, feel motivated, etc.).

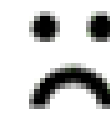
What basic needs do they need/want to have satisfied? (communication, sex, hygiene, etc.).

PAINS

~~BUSINESS~~



Jobs-to-be-done



Pains



**P
A
I
N
S**



What is expensive for customer?
(regarding time, cost, effort, etc.)

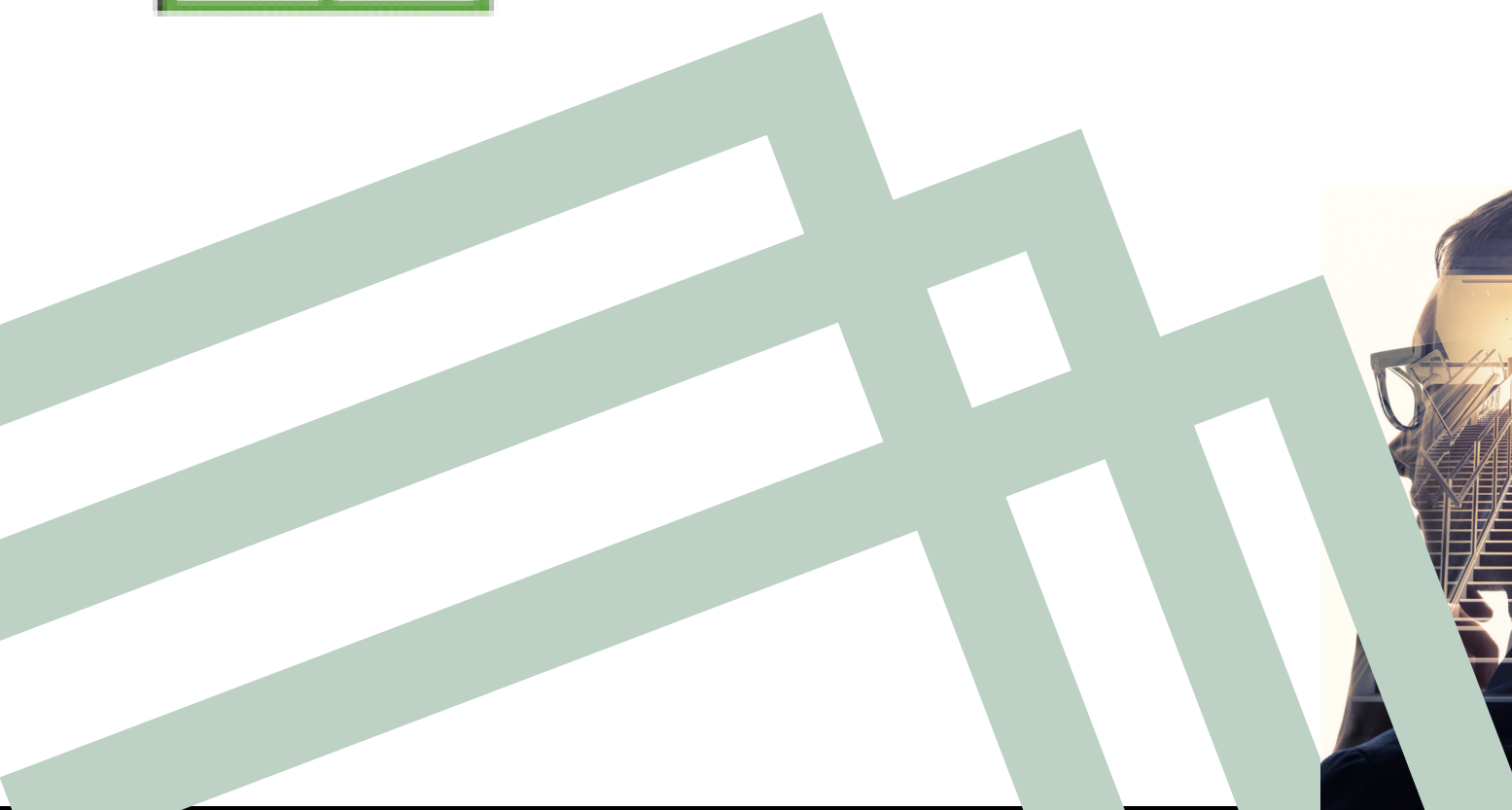
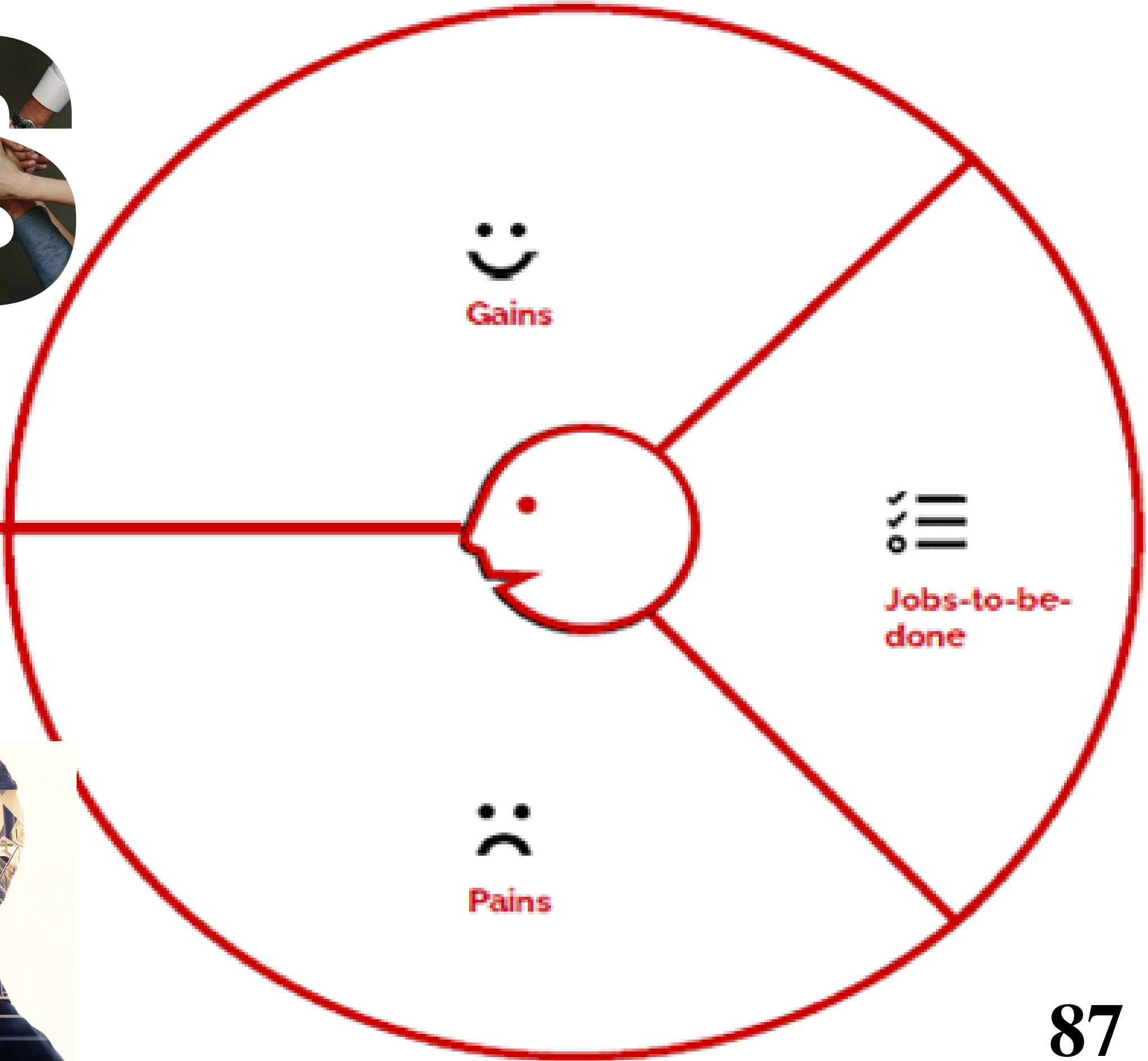
What makes customer feel bad? (frustrations, disappointments, failures, physical pain, etc.)



What are the main difficulties and challenges of customer's faces?
(physical, intellectual or emotional limitations to do something, etc.)

What is keeping customer awake at night? (concerns, challenges, debts, bad health, etc.)

GAINS

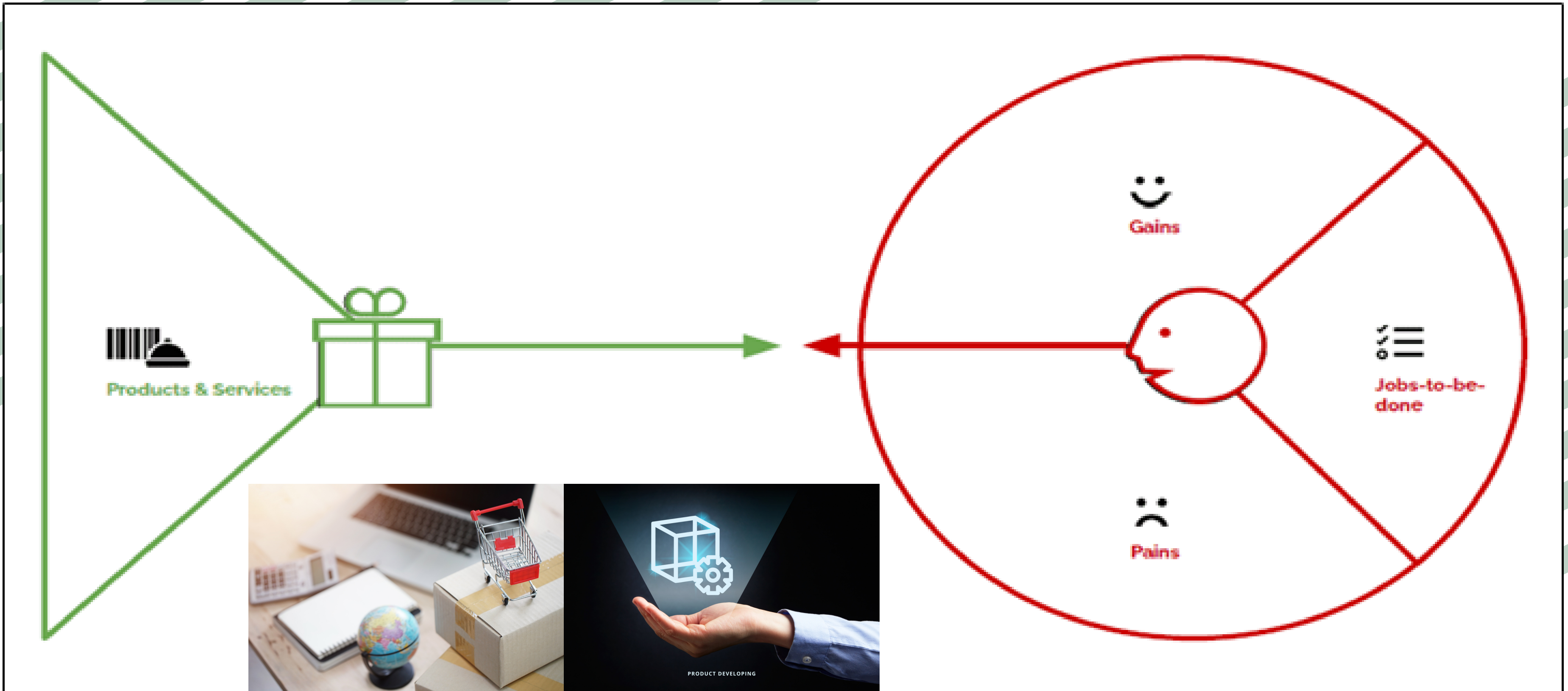


Gains

- What kinds of savings would make customer happy? (time, money, energy, etc.)
- What results do customer expect? Which ones can mesmerize them? (quality level, profits and gains, savings and improvements, etc.)
- What current solutions enchant customer? (functionalities, performance, quality, etc.)
- What can make customer's tasks easier? (lower learning curve, more services, lower costs, etc.)
- What is customer looking for? (design, guarantees, specific features, functionality, etc.)



PRODUCTS AND SERVICES



Products and Services

Can the product/service help to accomplish any jobs-to-be-done, whether functional, social, emotional, needs, wishes, roles, etc.?

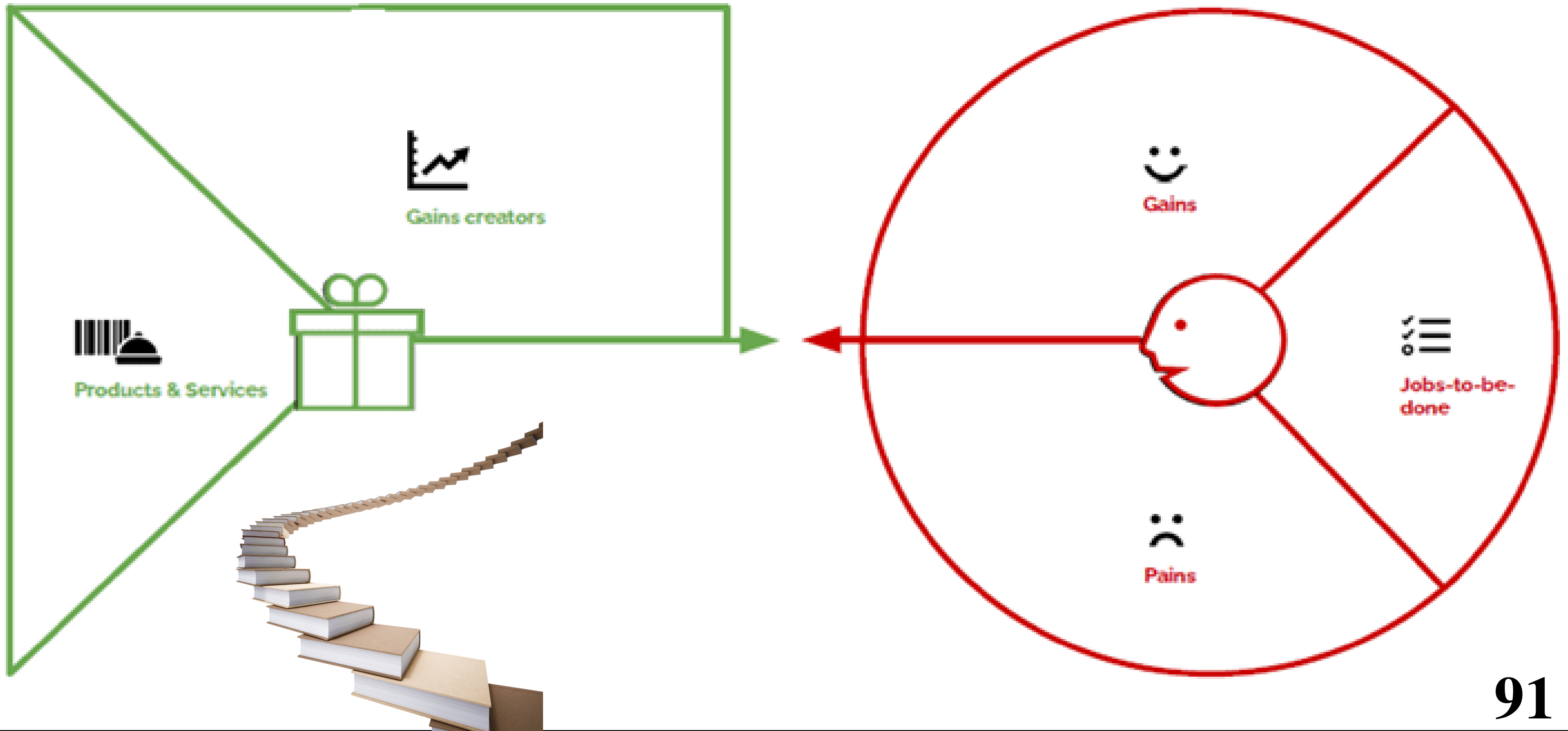
How often is the product/service used by my customer?

Is the product/service tangible, digital/virtual, or financial?

Is the product/service crucial or trivial? How relevant is it?



Gain Creators

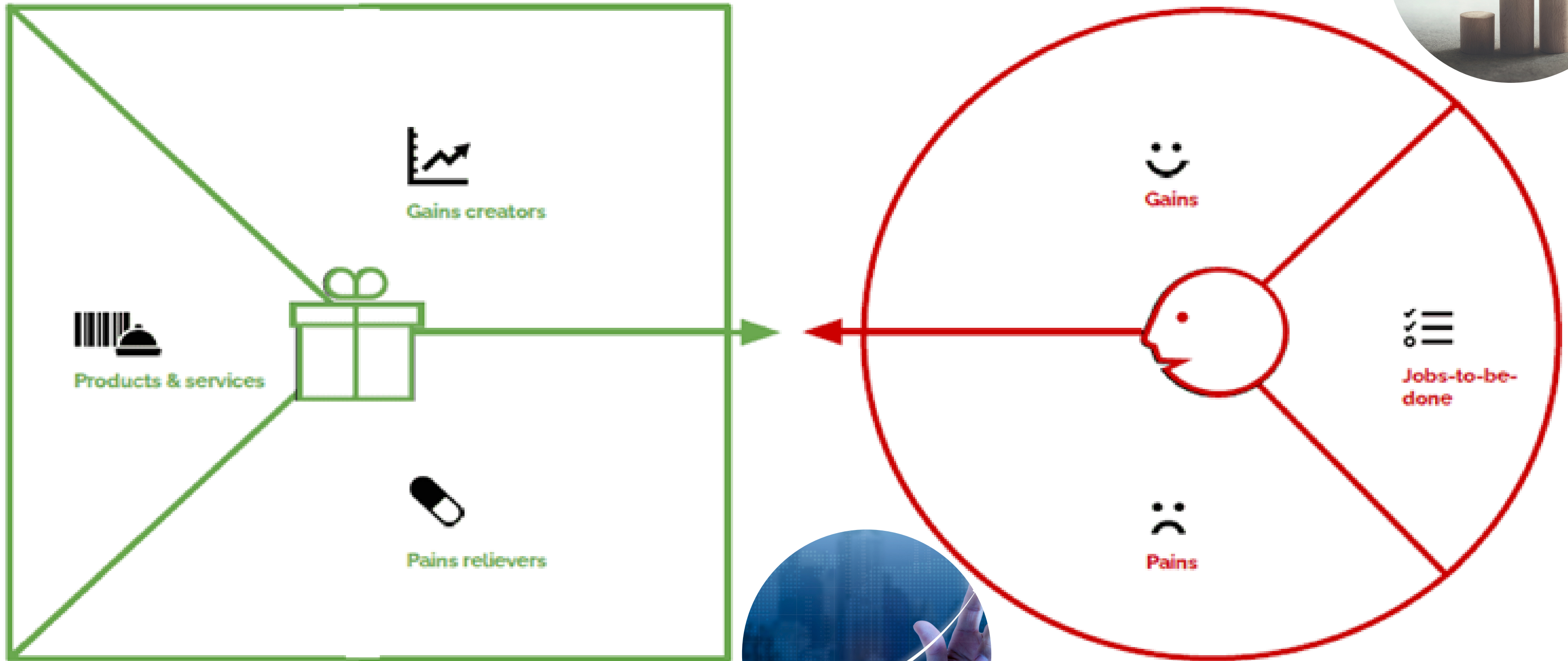


Gains Creators



- To do that, ask if your product/service: Creates savings that make customer happy (in terms of time, money, effort, etc.);
- Produces results that customer expects or that goes beyond their expectations (better level of quality, more of something, less of another);
- Makes customer's tasks or life easier (lower learning curve, better usability, accessibility, more built-in services, lower cost of ownership, etc.).

Pain Relievers



Pain Relievers



Ask if your product/service:

- Produces savings (in terms of time, money, effort, etc.);
- Makes customer feel better (they end up with frustrations, discomforts, things that give headaches, etc.);
- Eliminates risks that customer is afraid of (financial, social, technical risks, or anything else that can go very wrong);
- Helps customer sleep better at night (help with major problems, reduce worries, etc.);

SUMMARY

The Value Proposition Canvas can help organization to :

- Define their customer profiles.
- Visualize the value of the organizations' product or service create.
- Achieve Product-Market fit.

The Value Proposition Canvas has two building blocks :
customer profile and an organisation's value proposition.

Customer Profile : Jobs-to-be-done, Pains & Gains

Value Proposition : Products & Services, Gain Creators & Pain Relievers





Questions to Ponder

1. Identify three advantages of Value Proposition Canvas.
2. List out the three elements of Customer Profile in the Value Proposition Canvas.





Reflection...



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