

**2017 APEC Project:  
Women's Economic  
Empowerment and ICT:  
Capacity Building for APEC  
Women Entrepreneurs in the  
Age of 4<sup>th</sup> Industrial  
Revolution  
Hue City, Vietnam 28<sup>th</sup> Sept 2017**

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## **Entrepreneur:**

**Nur' Asyikin Binti Ismadi**

**Alysa & Soo Co.**

**Desa Ilmu**

**Kota Samarahan**

**Sarawak**

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# **1. Introduction of the Business**

# Company History

- Alysa & Soo Company
- Shop name Borneo Box
- Established on 25<sup>th</sup> June 2016 in Kota Samarahan, Sarawak, Malaysia
- Shareholder business
- Set up by Nur Asyikin and Nur Alysa



# Location of Sarawak

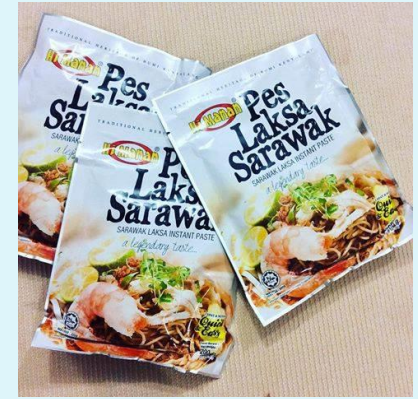


# Current Status

- Operating for one year
- Operation hours- 9am- 8pm from Monday to Sunday
- 2 workers that include entrepreneur and sibling
- Full time job at Electrical Engineering Co., Kuching
- Rent- RM 2000 per month (US 476)

# Products

- Salted *Terubuk* fish and other fish
- Handmade Layered Cake
- Sarawak Black Pepper
- Sarawak Laksa Paste
- Tabaloi
- Shrimp paste

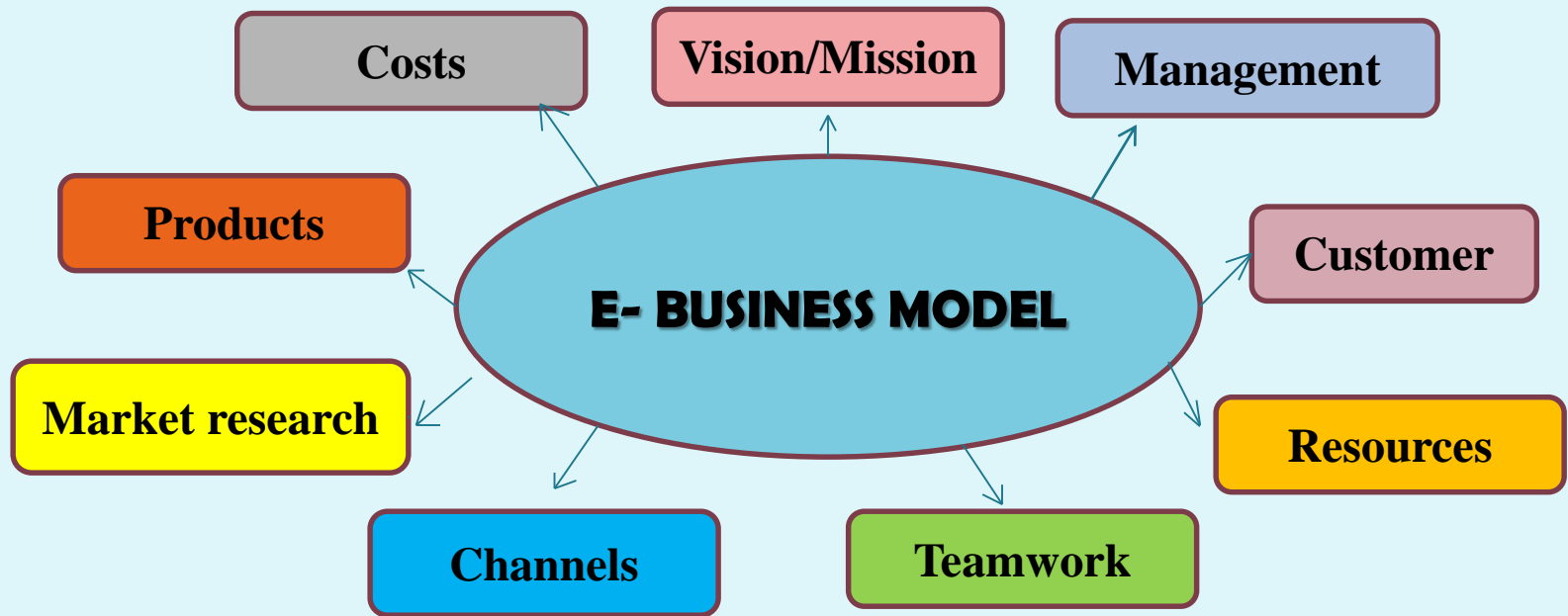




- Songket Fabric
- Salted Fish Egg
- Gambir Sarawak Asli
- Ring Cookies
- Sarawak Cencaluk
- Sarawak *Kolok Mee*



# Business Model



# Approach

## i. Customer

Focus on what customers want and make the best products to satisfy their needs.

## ii. Resources

Find the raw materials from the best suppliers. Quality is the priority to make customers satisfied with the products.

## iii. Teamwork

Teamwork is the main success factor in business.

#### iv. Channels

Use two types of channels which are direct and online selling.

#### v. Market Research

Analyse the market research to learn the value of the products and services using offline and online methods. To understand how the business can generate revenue and make profit.

#### vi. Products

Focus on quality products to attract the customers and also sell other products that can fill customers' needs.

## vii. Cost

List out the cost structure which includes fixed and resources cost. Fixed cost includes salary, rent, utilities.

## viii. Vision and Mission

Set goals based upon vision and mission.

## ix. Management

Management of the business includes the operations, account and time management.

# **2. Introduction of Female Entrepreneur**

# Woman Entrepreneur

- Age: 27 years old
- Ethnic: Malay
- Religion: Muslim
- Status: Single
- Education: Dip in Civil Engineering (Politechnic Kuching, Sarawak), B.A (Hons.) Politics, University Malaysia Sarawak
- Work experience:
  - a) Work part time by helping aunt in business (2005-2011)
  - b) Draughtsman at Civil Engineering Co. (2011-2012)

## ➤ Family Background

*“My family has inherited the business of salted ‘terubuk’ fish from my grandfather. My grandfather was first one who started this business and other family members followed it. He has been in this business for over 20 years. The salted fish business was first introduced by him and only ran on a small scale. Direct selling was the only method my family used to run the business”.*



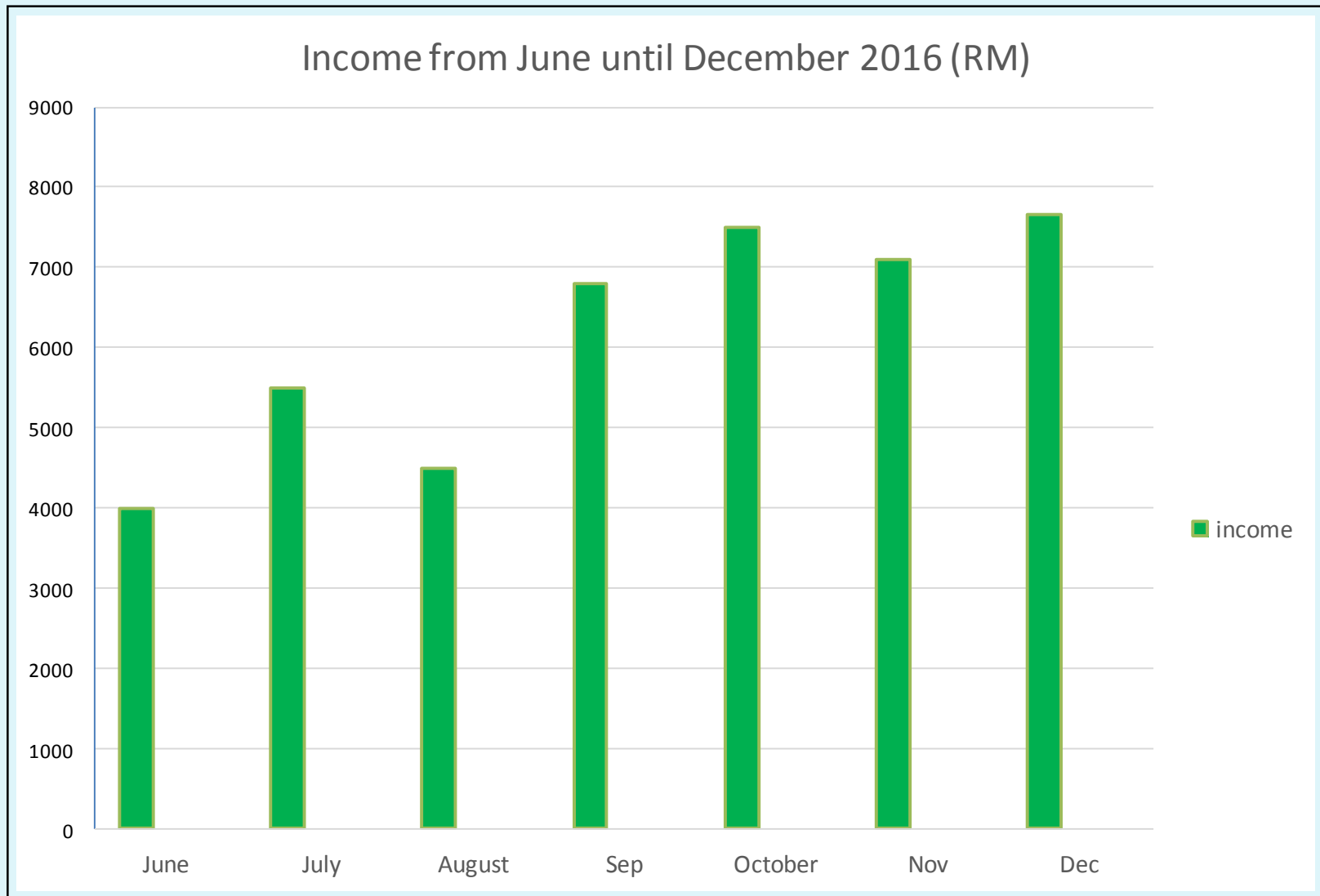
# 3. Business Operations

# 3.1 Access to Capital

## ➤ Starting business

Starting business	Cost
Shop Deposit	Rm6,000 (US 1430.28)
Raw Material	RM3,000 (US 716)
License	RM500 (US 120)
Others	RM500 (US120)
Total	RM10,000 (US 2384)

# Income after 6 months starting business



- Running of business- from my full time pay (RM 1800 pm)
- Fetching service
- Festives- *Lemang* ( traditional food made of glutinous rice, coconut milk and salt, cooked in a hollowed bamboo stick lined with banana leaves)
- Business Profit – RM 7000 (US 1670)



## 3.2 Access to and Utilization of Human Resources

- Starting of business- entrepreneur and partner
- After 6 months- 2 workers- duration 2 months
- After 1 year- partner absconded with all profit
- Running of business - brought in sibling-sister 23 years old

## 3.3 Utilization of ICT/Smart Technology

- Direct selling
- ICT/ Smart Technology- Whatsapp, Twitter, Facebook, Instagram, Email, Blog, Website, Online banking
- During holidays-more of direct sales
- Most popular social media- Whatsapp, Facebook, Instagram, Blog

# 4. Strength of the Company

- Strength-from Nur' Asyikin
- Positive characteristics- strong determination, will-power, hardworking, innovative, willing to gain new knowledge, communication skills and customer focussed.
- Crisis- partner disappeared, tricked by customers, short of manpower, family dispute, lost of profit.

# 5. Utilization of External Support

- Starting-No external support. Only family.
- Running- Sarawak Economic Development Corporation – provide refrigerator and cake mixer
- In process- Malaysia Fish Development Agency (grant for frozen food)
- Attended Course- ICT by private agency- free



# 6. **Conclusions and Suggestions**

# Future Goals

- Introducing Frozen food
- To acquire more ways of reaching customers through ICT and smart technology
- To train more manpower
- To expand business locally and internationally
- To diversify products
- All these possible with positive attitude, customer focussed and support from family

# **How to Bake Layered Cake**

## *Video 1*

process kek.lnk

# **How to Make Salted 'Terubuk' Fish**

## *Video 2*

Garam ikan.Ink

## Package of Salted *Terubuk* via airplane





***THANK YOU***