

Hak Cipta Terpelihara. Tidak dibenarkan mengeluar ulang mana-mana bahagian artikel, illustrasi dan isi kandungan buku ini dalam apa jua bentuk dan dengan cara apa jua sama ada secara elektronik, fotokopi, mekanik, rakaman atau cara lain sebelum mendapat izin bertulis daripada Kolej Komuniti Pasir Salak. Perundingan tertakluk pada perkiraan royalti atau honorarium.

Diterbitkan oleh:

Kolej Komuniti Pasir Salak

Jalan Lebuh Paduka,

Changkat Lada,

36800 Kg. Gajah, Perak

Malaysia

eISBN 978-967-10502-8-6



eISBN 978-967-10502 -8-6

Tel : 05-6552300

Faks : 05-6552800

Emel : kkps@kkpsa.edu.my

Laman web : <u>www.kkpsa.edu.my</u>

:: TABLE OF CONTENT::

NO.	ITEMS	PAGE
1.0	Executive Summary	2
2.0	My Impact On Mentees	3
3.0	My Impact On Institutional Support	7
4.0	Strong Personality And Approach Of Mine	8
5.0	Scale and Scope	9
6.0	Conclusion	11
Appendices		13 - 32

1.0 EXECUTIVE SUMMARY

I am Rafidah Abu Nasir, a 39 years old woman that works as a lecturer at Pasir Salak Community College. I am a mentor, motivator, job creator and also an opportunity provider to my students and local community to be entrepreneur by using social media as a medium to market their product. My sole aim is to encourage people to be entrepreneur as a way to not only make money, but also to improve their quality of living as well as their social economy status. (Appendix 1 : Resume)

As a woman with a strong personality who likes to share my knowledge and experience in entrepreneurship, it initiates me to help these people. My three target groups for the mentor program in 2017 in which most of it are based on my true passion for entrepreneurship are the alumni, students and local community.

Me being myself, I have set a few goals back in 2017, mainly in entrepreneurship. To begin with, I aimed to guide an alumni until he or she becomes an entrepreneur. As for the current students, my goal was to transform their entrepreneurship activity from solely buying and selling goods to the implementation of the four critical elements in marketing known as the four P's. These four elements are product, price, place and promotion. Next, for the local community, I aimed to help and guide them until they can at least increase 30% from their current income.



Diagram 1: Process of Mentoring

Diagram 1 shows the process that I use in order to become a successful mentor. When I first started this program, I was triggered by the drastic changes in social media marketing. I decided to do this mentoring program for me to gain some real experience. As a Deputy Director of Academic (TPA) of Pasir Salak Community College, I am required to work closely with the other stakeholders. Seeing this as an opportunity, I took the chance and embedded the entrepreneurship culture towards them.

2.0 MY IMPACT ON MENTEES

There are 3 categories that I targeted in 2017 which is students, alumni and community. I feel very honored and proud being an impactful person to these 3 groups.



Picture 1: Progress of Students of Community College Incubator Challenge (CCIC).

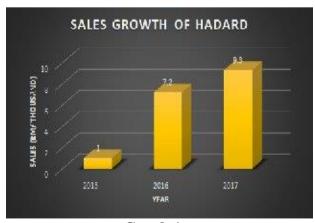
In early 2017, I started a plan to recruit a team together with the Entrepreneurship Officer. The process of the programme is as per Diagram 3, in Topic Scale and Scope -Mentoring Design. After the programme, students manage to gain sales RM 2753.00 within only 3 month as stated in Diagram 2 below.



Diagram 2: Total Sales after Incubator Programme

Previously, I had mentored the establishments of few students' company; Hadard Invention Enterprise and Salak Global Ventures (SGV) are still sustain in business which runs to this date. The founders of these companies are my students who manage the company while studying at polytechnic.

Company	Hadard Invention Enterprise	Salak Global Ventures (SGV)
Name		
Mentee's	1. Muhammad Asymawi Bin Izal	1. Mohd Raziman bin Rosli
Name	2. Robiatun Adawiyah Binti Saaya	2. Muhammad Arif Bin Mohd Noor
(Alumni)		
SSM	AC000535-X	AC000810-X
Registration		
No		
Sales	Refer Graph 1	Refer Graph 2
Comparison		

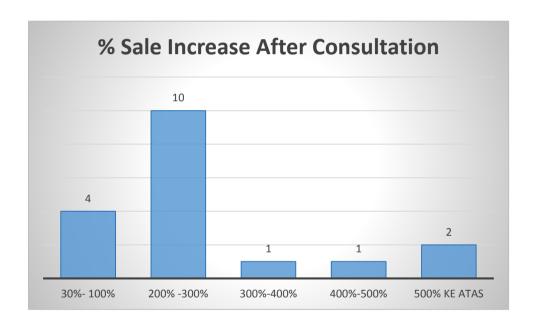


Graph 1: Hadard Invention Enterprise Sales Growth



Graph 2: Salak Global Ventures Sales Growth

I possess a resilient passion in entrepreneurship. I always guide the students who have an interest to be a young entrepreneur. Other than the Hadard and SGV, Aiman, one of the mentees, also a student of Food Quality Control started off his business after he had finished with the internship and when he discovered that he preferred working on his own. He asked for consultation with me. He first doing business by selling soybean drink at the Teluk Intan market. I have helped this mentee a lot in becoming a better individual from nobody to somebody. In 2017, Aiman joined in the tender bidding for the college cafeteria. He took the step after my encouragement and support as I truly can see that he has a very high potential to become a successful businessman. (As per stated in Appendix 2)



Bar Chart 1: Percentage of Sale Increase after Consultation

The enthusiasm in entrepreneurship is a never ending story. Besides students, I am actively giving positive impact to the local community. The Bar Chart 1 above shows the percentage of sale increase of 18 companies after the consultation with me. 10 out of all companies have increased their sales by 200% until 300% including those owned by the alumni which are SGV, Hadard Invention Enterprise, and Arman Qomar Enterprise. 4 other companies with 30% - 100% sale increase, another 2 with 500% and above sale increase, and 1 company for each 300%-400% and 400% - 500% sale increase.



Pie Chart 1: Mentoring Outcomes

In details, there are 5 types of problems that have been solved as per shown above. Most of local community mentees, which consist of 38% of the outcome, seek for a consultation on business improvement. Meanwhile, 25% of them required marketing strategies, and each 12% of them has been guided on registration, time management and business management.

Due to my encouraging shares on social media, some of my mentees came from far part of the country. The best in my record was a Philosophy Doctor from (University Malaysia Kelantan) UMK, to create Yan Fan Page as the Doctor were launching a new product into the market. I have also initiated a Laboratory Assistant to open her own business in hospitality due to supply and demand of the current situation, MOM BUTIK SPA.

Here are the link of Facebook Pages that I manage (Appendix 3):-

- 1. http://www.facebook.com/kkpasirsalak
- 2. http://www.facebook.com/mamsgarage2016
- 3. http://www.facebook.com/Mombutikspa/
- 4. http://www.facebook.com/yan.fanpage
- **5.** http://www.facebook.com/kkps.spk/

3.0 MY IMPACT ON INSTITUTIONAL SUPPORT

Here in Pasir Salak Community College, I always encourage all staffs and students to organize activities in order to make entrepreneurship a culture. For an instance, students were actively encouraged to involve in the Entrepreneurship Day activity by taking part in the business of their niche area. Food Process and Quality Control students sell their own innovation food product like Herbs Mee, Mushroom Lekor and whatnot. Before this, the automotive students for example, were selling food and beverages to earn some profit. Now, with my endless encouragement, they have moved on to conduct businesses according to their core.

Furthermore, I also emphasize on staffs' involvement in the entrepreneurship courses such as (Refer Appendix 4):

- 1) Photography and Video Making 10 & 11 November 2017
- 2) Advance Business Plan (Restaurant 2017) 10 & 11 October 2017
- 3) e-Usahawan
- 4) e-Rezeki
- 5) Food Handling

Besides, I fully support the idea of inviting Suruhanjaya Syarikat Malaysia (SSM) for a talk in the premise for staffs and students to register their own company.

The rapid growth of social media, had become a tools of marketing. Therefore, I use my expertise in creating copywriting on social media to promote students intake and short courses for Pasir Salak Community College. My most used hashtags are (Appendix 5):

#BISNESDANANDA

#KELUARGADANANDA

#WANGDANANDA

#MAMSGARAGE

As if the two tasks that I have as mentioned above is not enough, I am also the backbone for Akaun Amanah. The total achievement of Akaun amanah is 102% which is RM 102,000.



4.0 STRONG PERSONALITY AND APPROACH OF MINE

As an entrepreneur myself, it gives huge opportunity to me in order to deepen my skill. Mostly on social media, I will keep up to date on status on the skills, tips and techniques on promoting and marketing product.

My main objective is to help student to own a business and make money while studying as well as sustaining their product in market. I aim for my students to be a job creator and provide work opportunity to others as they start their business.

Apart from my job scope that requires me to get involved in entrepreneurship, I am also a to-go personnel on dealing with the community. My abilities to negotiate with public allows me to upskill my interpersonal skill, negotiation skill, copywriting, image enhancing and so much more. As mentioned a few times earlier, I always encourage my mentees to do something that will result in their personal and professional development even though there are risks to be considered. Other than that, I am very protective as I always make sure that my mentee is provided with if not everything, almost all of the information and knowledge enough for them to make precise decision and take actions. I am very frank when it comes to giving feedbacks to my mentees. This is necessary so that they know if they are doing well or if there are things need to be improved. Next, I practice a balanced perspective towards my mentees. For me, bringing up realistic viewpoint during discussions is crucial. In order to do that, I make sure that I always look at issues and problems from both the company's and my mentee's perspectives.

I must admit that my current post requires me to fully concentrate on my job. Even so, I still manage to upskill my knowledge on entrepreneurship. I have joined a few courses in an effort to develop and enhance my professional skills.

How was I being assessed? Basically, I practice all of the knowledge I have in my own business and also through guiding and mentoring my mentees in their business.



5.0 SCALE AND SCOPE

My passion in mentoring and applying entrepreneur skills for alumni, college students, and local community is undisputed I can say. I keep up with my student's business progress and give suggestion to help them along the way. Mentees often have problem in promoting and marketing their product as they are too shy to convince customer. They have the interest to be a good entrepreneur but there is no medium that will enable them to promote their business. This is one of the challenges that I have signed up to as soon as I decided to do this; to make sure that these mentees have the confidence and are able to use the proper method to promote their business. Social media is a medium where everyone in the community have the excess to explore any information including the product in business. That way, their product can go viral, in a matter of one post. Therefore, I always remind my mentees to grab the opportunity of using social media (Appendix 6) in order to share information and promote their product. I myself use social media such as Whatsapp, Facebook, and Instagram as a medium to disseminate information and entrepreneurial tips.

As a mentor, I guide my mentee in various ways in social media. I support my mentee's business by following them on social media and straightly give advice to strengthen the marketing skills. Besides, I encourage them to follow me on social media. Other than the student's business, there are 19 companies from the area of Pasir Salak Community College have come to me for consultation. They are the community that begin their business by joining the Short Courses by college and I took initiative to educate them and enhance their marketing skills.



Diagram 3: Mentoring Design Used towards Student, Alumni and Community

The framework that I used is based on Easley's Entrepreneurship Nine model as shown in Diagram 3 above. This model, through Start-Up Race (Appendix 7), provides a basic guideline on how to start a business. I applied this in my mentoring program with my students. As they have entrepreneurship module in their program, they have already learned the basic knowledge of business start-up. I encouraged and gave continuous support to them until there is progress. Then, I monitored them to ensure they were always on the right track.

As for the alumni, most of my mentees are the former students who were actively involved in the entrepreneurship activities. Through effectuation, I helped them to identify opportunities and grab it while they still can. I encouraged them to apply the 'bird in the hand' principle in their business matter. That way, they can grab the available opportunity and run a business based on what they already have and know.

Most of the entrepreneurs from the community already have their own business. I did not have to guide them from the very beginning but they needed further guidance on how to expand their business and to generate more income. How did I help? In business, there will always have market gaps in which the entrepreneurs will see as opportunity. I assisted these entrepreneurs to explore and fill the gaps.

Mentor always remind the mentee to widen their engagement with the community. Entrepreneurship can be very exciting, with many entrepreneurs considering their ventures highly enjoyable. With the good engagement, they can share new opportunities to challenge their determination, skills and abilities. To meet the objective, I organize meeting between all of my mentees to share their expertise, experience, tips and products that they sell. Indirectly, it will help to create new opportunity and compete not only in direct business but also in online business.



Diagram 4: Mentor's Medium of Consultation

6.0 CONCLUSION

In conclusion, I have done my very best directly and indirectly in the entrepreneurship. All three categories which are students of the CCIC team, alumni and local community have been successfully mentored and guided to become entrepreneurs or at least to experience the real world of entrepreneurship. I am very satisfied with this achievement and I have high hope that their business will develop and sustain in the market. It is never a problem to me if they wanted to keep seeking for my advice and expertise as online business is my forte.

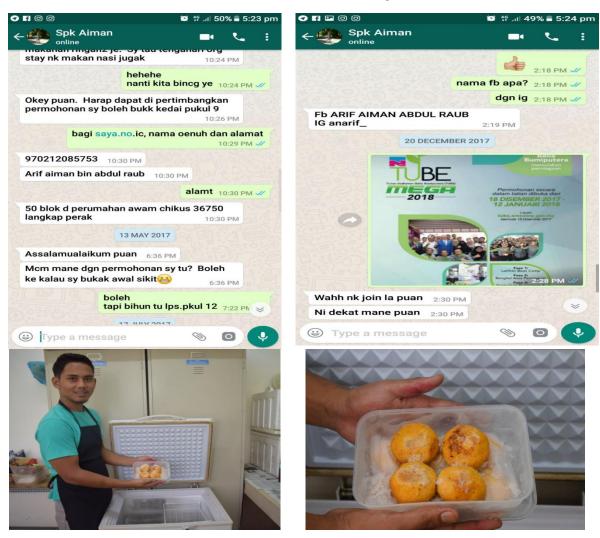
Learning by using social media is nothing out-of-norm anymore because this method is more effective compared to conventional method. Thus, the entrepreneurs can save their time, money and energy by just learning on media social. Good copywriters are expensive because their words sell. For me, it is not the money that I want, it is my passion in delivering my knowledge to students and entrepreneurs that is far more important. I emphasize the usage of copywriting on social media as the best copywriting speaking on behalf of the entrepreneurs to sell their product.

a) Resume





Consultation with Arman Qomar



Founder of Arman Qomar Enterprise with his New Deep Freezer and New Product, *Cucur Badak* and *Karipap* Frozen

Bila menjawab, sila nyatakan nombor ini Sebutharga No. KKPS/SHPERK/01/2018

KERAJAAN MALAYSIA NEGERI: PERAK DARUL RIDZUAN

SEBUTHARGA / TENDER UNTUK BEKALAN BARANG-BARANG / PERKHIDMATAN

Repada: ARIF AIMAN BIN ABDUL PAUB Pelawaan sebutharga dikeluarkan oleh:

50 Blok D PERUMAHAN

AWAM CHIEUS 36750

LANGKAP PERAK

PENGARAH

KOLEJ KOMUNITI PASIR SALAK, KEMENTERIAN PENDIDIKAN TINGGI, JALAN LEBUH PADUKA, CHANGKAT LADA,

36800 KG GAJAH

PERAK DARUL RIDZUAN Tarikh: 04.12.2017

kepada syarat-syarat yang ditetapkan. Syarat-syarat Penyerahan:

Tarikh Penyerahan / Penyempurnaan dikehendaki :

4. Arahan pengiriman : Pengarah,

Kolej Komuniti Pasir Salak, Kementerian Pendidikan Tinggi, Jalan Lebuh Paduka, Changkat Lada,

36800 Kg. Gajah, Perak D.R.

Pembayaran : Syarat-syarat Kolej Komuniti Pasir Salak, Perak.

Sebutharga mestilah sampai ke alamat di atas pada atau sebelum pukul 12.00 tengahari pada 12.12.2017 dan hendaklah sah selama 90 hari selepas itu.

1. Sila sebutharga untuk bekalan barang-barang / perkhidmatan yang disenaraikan di bawah dengan tertakluk

7. Sebutharga mestilah dimasukkan ke dalam suatu sampul surat bermetri bertanda " Sebutharga No. KKPS/SHPERK/01/2018"

Tarikh:

Tandatangan:

15/12/2017

SALMAH BINTI IJAM Jawatan: Pengarah, Kolej Komuniti Pasir Salak

Perihal barang-barang / perkhidmatan dan syarat-syarat Khas	Sewa Bulanan yang ditawarkan
Menyewa dan Menguruskan Kantin bagi Perkhidmatan Makanan Bermasak Islam di Kolej Komuniti Pasir Salak, Perak Darul Ridzuan. Sila kemukakan sesalinan Sijil Pendaftaran Kewangan dengan Kementerian Kewangan Malaysia dalam bidang yang berkaitan. Dan Sijil Status Bumiputera (Sub-Kepala 040103)	RM: 60.00 Sebulan (Ringgit Malaysia: Enam Puluh Ringgit Sahaja) Sebulan

Diskaun perniagaan, diskaun tunai, diskaun pembayaran cepat dan lain-lain diskaun, dan apa-apa bayaran tambahan (Misalnya cukai dan belanja membungkus) hendaklah ditunjukkan.

Saya / Kami dengan ini menawar untuk membekalkan barang-barang / perkhidmatan di atas dengan harga dan syarat-syarat yang ditunjukkan di atas dengan tertakluk kepada syarat-syarat di atas dan di belakang ini.

Penender: ARIF AIMAN

Tarikh: 11/12/2017

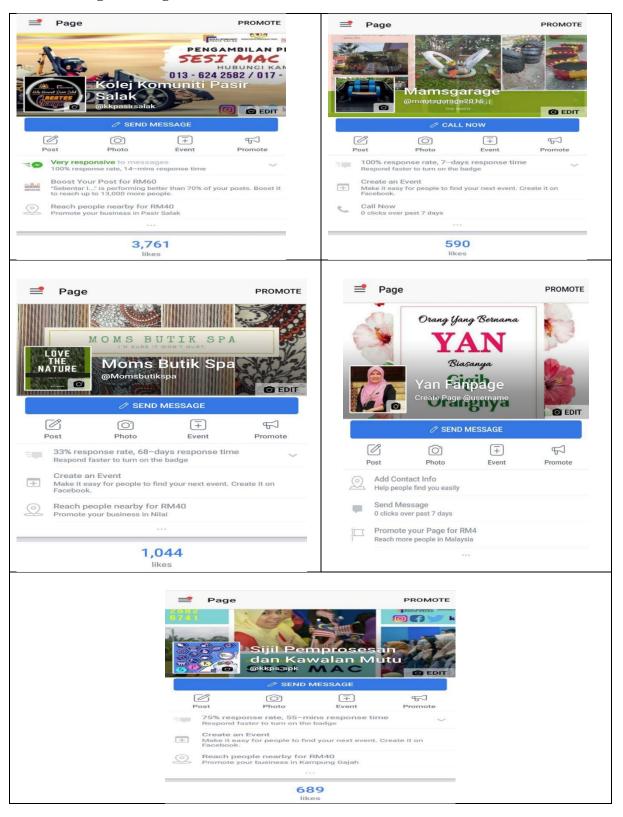
50 Blok D

Alamat: DERUMAHAN AWAM CHKU

36750 LANGKAP PERAK

Mukasurat: 1

Facebook Pages Managed

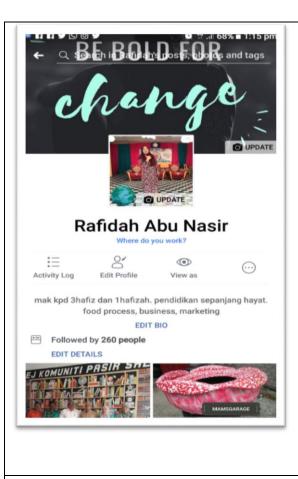


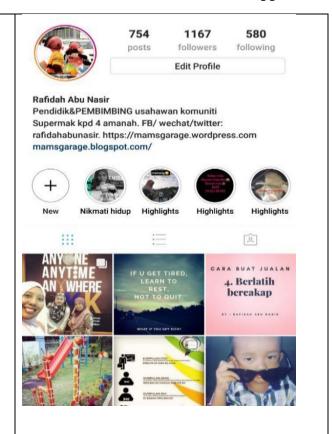




Advance Business Plan Memo

Photography and Video Making



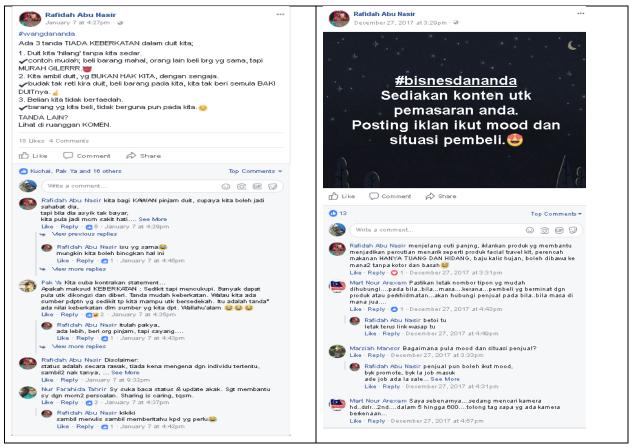


Rafidah's Facebook











Disclaimer: tips adalah untuk yang bergaji bulanan. Utk tips yg gaji harian, ikuti tips2 saya di #bisnesdananda









Tengahari semalam sava sempat memberi KONSULTASI PERCUMA kepada Tuan Arif Alman Abdul Raub, yang merupakan bekas pelajar KolejKomuniti PasirSalak dan kini mengusahakan mini kafe.

Antara kandungan sesi tersebut, tren media sosial masakini. Pernah suatu ketika, saya gunakan Facebook sebagai medium pemasaran saya. (Saya tiada bisnes, tapi kerja saya memerlukan saya membuat pemasaran.)

Apabila jumlah rakan mencecah 5000, FB kian menjadi medan viral. Bagi sesetengah target market, mereka beralih ke media INSTAGRAM. Malahan instagram sahaja kini tidak memadai. APA PULA TREN TERKINI?

Gambar2 di bawah adalah sejarah saya berkecimpung dalam instagram, bagaimana ia berkembang dan tren bisnes saya juga berubah.

Boleh lihat setiap progres di setiap gambar.

Banyak lagi yang saya akan kongsikan berkaitan Instagram dan FB, hanya perlu Follow saya di FB dan di Instagram,

www.instagram.com/rafidahabunasir www.instagram.com/rafidahabunasir





#bisnesdananda

Pagi Isnin nak buat produk review sikit.

Kuih Bulan yang saya terima dari Shila Zin bos Shila dBakers.

Yang dibeli dari A'in Nur, homemade oleh tauke sendiri.

Kuih Bulan dibungkus dim bekas dgn 4 perisa, memberi sensasi rasa yang berbeza.

Memang rasa sedap, lembut dan moist (lembap).

Perasa yang ketara, paling penting tidak terlalu manis. Rasa selmbang ini, membolehkan kita makan dalam kadar yang banyak,

walaupun takut gemuk. 39

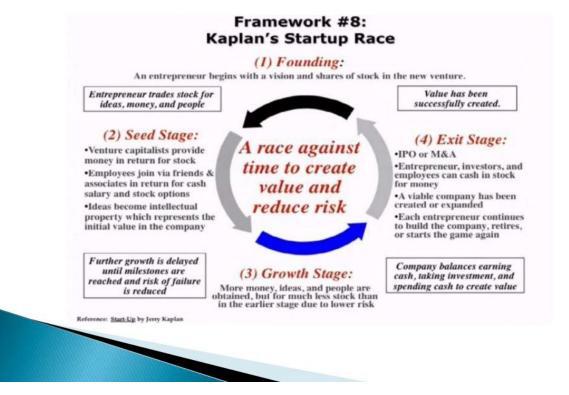
Biarlah kegemukan itu berlalu, yang penting sedap

Nak saya review produk anda? PMlah

www.wasap.mv/60196454846/reviewproduk



#8 - "Start-up Race



Start Up Race Easley's Entrepreneurship Nine Model

Entrepreneurship Courses



e-Usahawan (Intermediate) Course Certificate 2017



Halal Food Preparation Certificate 2016



e-Usahawan Course Certificate 2017



Entrepreneurship Training of Trainer Course Certificate 2014



Entrepreneurship Course Certificate 2014



Entrepreneurship Training of Trainer Course Certificate 2013



e-Usahawan Course Certificate 2013



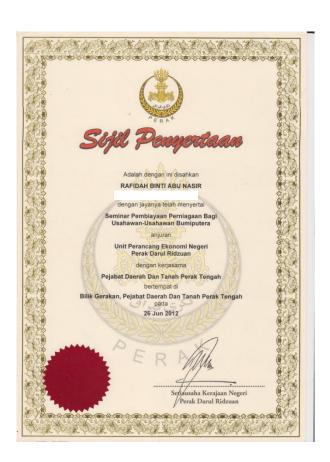
Entrepreneurship Course Certificate 2013



Entrepreneurship Course Certificate 2012



Entrepreneurship Course Certificate 2012



Entrepreneurship Seminar Certificate 2012



Entrepreneurship Course Certificate 2012



Entrepreneurship Seminar Certificate 2012



Entrepreneurship Course Certificate 2012



Entrepreneurship Course Certificate 2012

Consultation Session



Talk on the Advantages of Entrepreneurship to Student



Consultation with Ipah Jaya Enterprise

Survey on Impact of Consultation

KAJI SELIDIK BIMBINGAN PN RAFIDAH ABU NASIR UNTUK PERNIAGAAN ANDA Mohon jasa baik semua usahawan-usahawan yang pernah mendapatkan bimbingan dari Pn Rafidah binti Abu Nasir untuk mengisi kaji selidik ini bagi penyimpanan data Kolej Komuniti Pasir Salak. MAKLUMAT INI ADALAH SULIT Terima kasih semua. Nama Syarikat (jika ada) Your answer

Your answer
Produk Perniagaan
O Perkhidmatan
O Makanan
O Pakaian
O Kosmetik
Other:

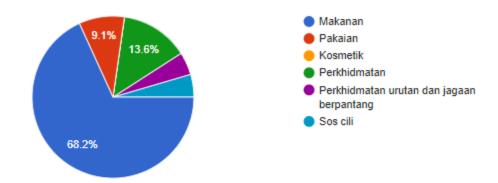
Jeni	s Perundingan yang Diterima
0	Melalui facebook
0	Melalui whatsapp
0	Melalui telegram
0	Melalui Instagram
0	Other:
Mas	alah yang Dihadapi Sebelum Rundingan
Your	answer
Jum	llah Pendapatan Perniagaan Sebelum Rundingan (Sebulan)
O F	RM 0 - RM 500
O F	RM 500 - RM 1,000
O F	RM 1,000- RM 1,500
O F	RM 1,500- RM 2,000
O F	RM 2,000 ke atas
0	Other:
Mas	alah yang Dapat Diselesaikan Selepas Rundingan

RM 0 - RM 500 RM 500 - RM 1,000 RM 1,000- RM 1,500 RM 1,500- RM 2,000 RM 2,000- RM 2,500 RM 2,500- RM 3,000 RM 3,000 - RM 3,500 RM 3,500 ke atas Other: Cadangan / Komen / Ulasan (cth: penambahbaikan dari segi perundingan, tempoh perundingan berterusan, penekanan pengurusan perniagaan dan lain-lain) Your answer	Jun	nlah Pendapatan Perniagaan Selepas Rundingan (Sebulan)
RM 1,000- RM 1,500 RM 1,500- RM 2,000 RM 2,000- RM 2,500 RM 2,500- RM 3,000 RM 3,000 - RM 3,500 RM 3,500 ke atas Other: Cadangan / Komen / Ulasan (cth: penambahbaikan dari segi perundingan, tempoh perundingan berterusan, penekanan pengurusan perniagaan dan lain-lain)	0	RM 0 - RM 500
RM 1,500- RM 2,000 RM 2,000- RM 2,500 RM 2,500- RM 3,000 RM 3,000 - RM 3,500 RM 3,500 ke atas Other: Cadangan / Komen / Ulasan (cth: penambahbaikan dari segi perundingan, tempoh perundingan berterusan, penekanan pengurusan perniagaan dan lain-lain)	0	RM 500 - RM 1,000
 RM 2,000- RM 2,500 RM 2,500- RM 3,000 RM 3,000 - RM 3,500 RM 3,500 ke atas Other: Cadangan / Komen / Ulasan (cth: penambahbaikan dari segi perundingan, tempoh perundingan berterusan, penekanan pengurusan perniagaan dan lain-lain) 	0	RM 1,000- RM 1,500
 RM 2,500- RM 3,000 RM 3,000 - RM 3,500 RM 3,500 ke atas Other: Cadangan / Komen / Ulasan (cth: penambahbaikan dari segi perundingan, tempoh perundingan berterusan, penekanan pengurusan perniagaan dan lain-lain) 	0	RM 1,500- RM 2,000
O RM 3,000 - RM 3,500 RM 3,500 ke atas Other: Cadangan / Komen / Ulasan (cth: penambahbaikan dari segi perundingan, tempoh perundingan berterusan, penekanan pengurusan perniagaan dan lain-lain)	0	RM 2,000- RM 2,500
Other: Cadangan / Komen / Ulasan (cth: penambahbaikan dari segi perundingan, tempoh perundingan berterusan, penekanan pengurusan perniagaan dan lain-lain)	0	RM 2,500- RM 3,000
Other: Cadangan / Komen / Ulasan (cth: penambahbaikan dari segi perundingan, tempoh perundingan berterusan, penekanan pengurusan perniagaan dan lain-lain)	0	RM 3,000 - RM 3,500
Cadangan / Komen / Ulasan (cth: penambahbaikan dari segi perundingan, tempoh perundingan berterusan, penekanan pengurusan perniagaan dan lain-lain)	0	RM 3,500 ke atas
perundingan, tempoh perundingan berterusan, penekanan pengurusan perniagaan dan lain-lain)	0	Other:
Your answer	Cac	langan / Komen / Ulasan (cth: penambahbaikan dari segi
	-	
	pen	gurusan perniagaan dan lain-lain)
SUBMIT	pen Your	gurusan perniagaan dan lain-lain)

Online Survey on Impact of the Mentoring

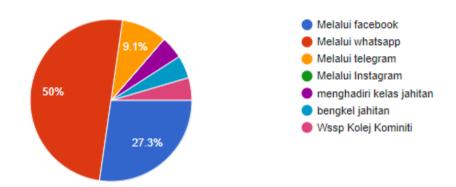
Produk Perniagaan

22 responses



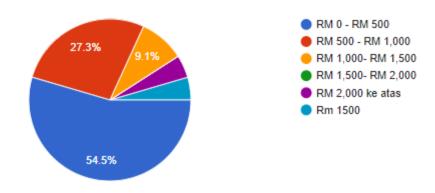
Jenis Perundingan yang Diterima

22 responses



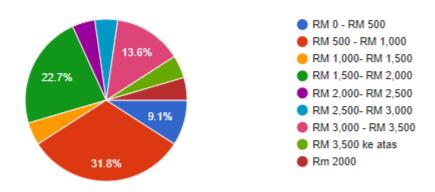
Jumlah Pendapatan Perniagaan Sebelum Rundingan (Sebulan)

22 responses



Jumlah Pendapatan Perniagaan Selepas Rundingan (Sebulan)

22 responses



f) Personal Achievement revolutionary





Contribution Certificate





Anugerah Perkhidmatan Cemerlang 2012