

CYBERPRENEURSHIP

"Where Business Meets Technology."



WRITTEN BY

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CYBERPRENEURSHIP

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CYBERPRENEURSHIP

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PREFACE

In the ever-evolving digital age, entrepreneurship has taken a new form — one that thrives in the virtual world and harnesses the power of the internet and technology. This book **Cyberpreneurship**, was written to guide students, educators, and aspiring entrepreneurs through the foundational concepts and practical strategies of building and running a business in the digital landscape.

The idea for this book arises from the increasing need for education that aligns with the realities of today's economy. As more businesses shift online and digital platforms become essential tools for commerce, it is crucial for future entrepreneurs to not only understand traditional business principles but also master modern digital tools, marketing techniques, and online platforms.

This book is structured to help learners:

- Understand the concept of cyberpreneurship and how it differs from traditional entrepreneurship,
- Explore online business models, social media strategies, and e-commerce platforms,
- Recognize the importance of intellectual property and digital branding,
- Develop a business plan and financial strategy suitable for an online business,
- Apply real-world digital marketing and sales techniques to grow their ventures.

■ CHAPTER 1 : INTRODUCTION TO CYBERPRENEURSHIP

1.1 Cyberpreneurship

The meaning of Cyberpreneurship

Cyberpreneurship refers to entrepreneurship that operates predominantly in the digital space. A **cyberpreneur** is an individual who uses the internet and digital technologies to run a business, often with minimal physical infrastructure. Examples include online retailers, digital marketers, content creators, app developers, and freelancers operating online.

Difference Between a Conventional Entrepreneur and a Cyberpreneur

Feature	Conventional Entrepreneur	Cyberpreneur
Business Location	Physical shop or office	Online platform
Capital Requirement	High (inventory, rent, utilities)	Low to moderate (hosting, tools)
Customer Reach	Local or regional	Global
Flexibility	Less flexible	Highly flexible
Technology Dependency	Minimal to moderate	High

Sources of Entrepreneurial Ideas

- **Primary Sources**
 - Personal experience or expertise
 - Market observation
 - Customer feedback
 - Online forums and communities

- **Secondary Sources**
 - Industry reports
 - Government publications
 - Academic journals
 - Market research agencies

Characteristics of a Successful Cyberpreneur

- Innovative and adaptable
- Digitally literate
- Self-motivated and disciplined
- Resilient in facing online competition
- Customer-focused and responsive
- Effective in using digital tools and platforms

Importance of Cyberpreneurship

- Encourages innovation and creativity
- Reduces unemployment by creating online jobs
- Boosts digital economy growth
- Enables business scalability at lower costs
- Promotes work-life balance and remote working




1.2 Intellectual Property

What is Intellectual Property?

Intellectual Property (IP) refers to creations of the mind, such as inventions, designs, names, symbols, and artistic works, which are protected by law. Cyberpreneurs often deal with digital content, making IP protection crucial.

Types of Intellectual Property

- **Copyright:** Protects original works like writing, music, videos, and software.
- **Patent:** Protects inventions and innovations.
- **Trademark:** Protects brand names, logos, and slogans.

PATENT	TRADEMARK	COPYRIGHT
Protects inventions	Protects brand names, logos	Protects original works
		
Example: Logistics robot	Example: Beverage logo	Example: Song

Procedure to Register Intellectual Property

1. Prepare required documentation (description, proof of creation, drawings, etc.)
2. Submit an application to the relevant IP office (e.g., MyIPO in Malaysia)
3. Wait for examination and approval
4. Obtain your registration certificate

1.3 Entrepreneurship in the New Era

What is Internet Business?

An internet business leverages the internet as its primary platform to offer goods or services. It may operate as e-commerce, digital service delivery, or content monetization.

Technologies Supporting Internet Business

- E-commerce platforms (e.g., Shopify, Lazada)
- Payment gateways (e.g., Stripe, PayPal)
- Cloud services (e.g., AWS, Google Cloud)
- Social media platforms
- SEO and analytics tools

B2B vs. B2C Markets

Aspect	B2B (Business to Business)	B2C (Business to Customer)
Client	Businesses	Individual consumers
Sales Cycle	Longer and complex	Short and emotional
Pricing	Negotiated	Fixed or discount-based
Examples	Wholesale software, bulk items	Retail websites, fashion apps

1.4 Management in Business

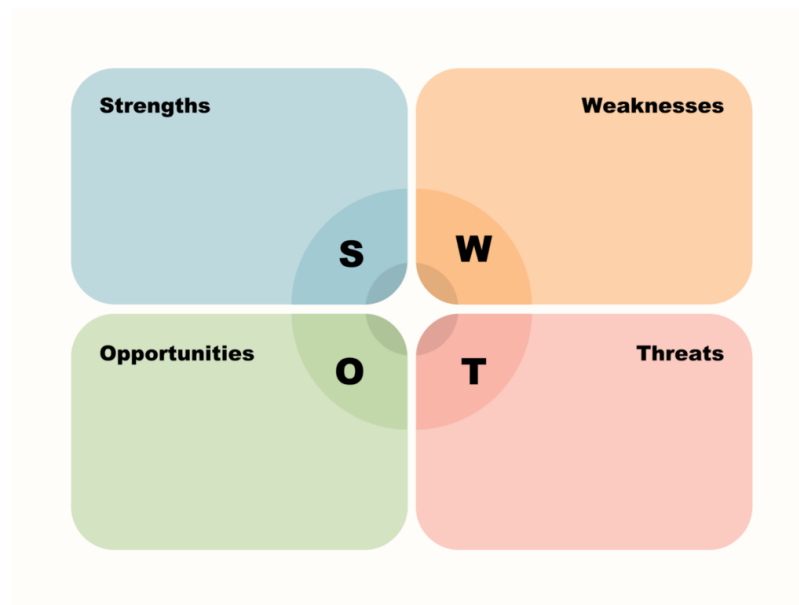
Management Functions

1. **Planning:** Setting goals and strategies
2. **Organizing:** Allocating resources and roles
3. **Leading:** Motivating and guiding team members
4. **Controlling:** Monitoring progress and adjusting plans

Strategic Management using SWOT Analysis

SWOT Analysis is a strategic planning technique used to identify:

- **Strengths:** Internal capabilities and assets
- **Weaknesses:** Internal limitations
- **Opportunities:** External trends or gaps
- **Threats:** External risks or competition



■ CHAPTER 2 : BUSINESS OWNERSHIP AND SUPPORT SYSTEM

2.1 Formation of a New Business

Types and Characteristics of Business Ownership

Type	Characteristics
Sole Proprietorship	Owned by one person, simple to establish, low cost, full control, unlimited liability.
Partnership	Two or more people share ownership, resources, and responsibilities. Profits and losses are shared.
Private Limited Company (Sdn. Bhd.)	Separate legal entity, limited liability, can have up to 50 shareholders.
Public Limited Company (Berhad)	Can offer shares to the public, regulated by stricter laws, typically large organizations.

Registration Procedures and Legal Aspects of Business Ownership:

1. Choose Business Structure

Decide based on your capital, risk tolerance, and business goals.

2. Name Search and Approval

Check for business name availability via SSM or equivalent.

3. Register with Relevant Authorities

- Malaysia: Suruhanjaya Syarikat Malaysia (SSM)
- Provide NRIC, business nature, location, and other details.

4. Obtain Licenses/Permits

Depending on industry (e.g., F&B, e-commerce).

5. Tax Registration

Register for income tax, sales & service tax, and employee provident fund if applicable.

Ways to Start a Business

- Establishing a New Business
 - Create a new brand, business model, and operations from scratch. High flexibility, high risk.
- Buying an Existing Business
 - Take over an already operating business. Lower risk, but possibly higher upfront cost.
- Running a Franchise
 - Use a well-known brand and business system (e.g., KFC, 7-Eleven). Lower risk, but limited creativity.

2.2 Sources of Capital

Source	Description
Personal Savings	Most common startup capital.
Family and Friends	Informal, may offer interest-free or low-interest funds.
Bank Loans	Require collateral and business proposal.
Angel Investors	Wealthy individuals who invest in startups in exchange for equity.
Venture Capital	Investment from firms focusing on startups with high growth potential.
Government Grants	Offered by agencies like TEKUN, MARA, SME Corp, etc.
Crowdfunding	Raise funds through platforms like Kickstarter or GoFundMe.

2.3 Business Support Systems

Business Support Agencies

Type	Agencies (Examples)
Financial	SME Bank, Bank Rakyat, TEKUN Nasional
Marketing	MATRADE, MDEC (for digital marketing)
Technical	MDEC, MaGIC (mentorship, tech guidance)
Training	HRD Corp, MARA, MDEC eUsahawan programs
R&D	Standards and Industrial Research Institute of Malaysia (SIRIM), MIMOS

2.4 Construct Ideas into Business Opportunities

Business Opportunities Using Business Model Canvas (BMC)

The Business Model Canvas (BMC) is a strategic management tool that helps visualize a business model in a single page. It includes:

1. **Customer Segments** – Who are your customers?
2. **Value Propositions** – What value do you deliver?
3. **Channels** – How do you deliver the product?
4. **Customer Relationships** – How do you interact with customers?
5. **Revenue Streams** – How do you earn money?
6. **Key Resources** – What assets are essential?
7. **Key Activities** – What must the business do well?
8. **Key Partnerships** – Who are your partners?
9. **Cost Structure** – What are the major costs?



■ CHAPTER 3 : BUSINESS AND FINANCIAL PLAN

A well-structured business and financial plan are crucial for guiding your start up, securing investment, and ensuring sustainability in the competitive cyber world.

3.1 Business Plan

Characteristics of a Business Plan Using the **SMART** Concept

A good business plan should be:

- **Specific:** Clearly defined goals (e.g., “Gain 1,000 customers in 6 months”).
- **Measurable:** Include metrics (sales, traffic, conversion rate).
- **Attainable:** Realistic objectives within available resources.
- **Relevant:** Aligns with business vision and market needs.
- **Timely:** Has a defined timeline for every action and goal.

Purpose and Importance of a Business Plan

Purpose	Description
Direction and Focus	Guides daily operations and strategic decisions.
Financial Planning	Projects costs, revenue, and profitability.
Attracting Investors	Shows potential for return on investment.
Risk Management	Identifies and plans for potential challenges.
Benchmark for Performance	Measures actual performance against planned targets.

Business Plan Format

A standard business plan typically includes:

1. **Executive Summary** – Overview of business concept and goals.
2. **Company Description** – Business structure, mission, and vision.
3. **Market Analysis** – Target market, competitors, and demand analysis.
4. **Organization & Management** – Management team and ownership.
5. **Products or Services** – What you offer and how it's different.
6. **Marketing & Sales Strategy** – Customer acquisition and retention strategies.
7. **Financial Plan** – Budgets, cash flow, income projection, break-even analysis.
8. **Appendix** – Charts, images, resumes, or additional documentation.

3.2 Basics of a Financial Plan

Financial Management

Financial management involves planning, organizing, controlling, and monitoring financial resources to achieve business goals. It ensures:

- Efficient use of capital
- Liquidity and cash flow management
- Investment and growth planning
- Risk reduction and control

Elements of Accounting

Element	Description
Assets	Resources owned by the business (e.g., cash, inventory, equipment).
Liabilities	Obligations or debts (e.g., loans, unpaid bills).
Owner's Equity	Owner's claims after liabilities (Assets - Liabilities).
Expenses	Costs incurred to generate revenue (e.g., rent, salaries, marketing).
Revenue	Income earned from business activities (e.g., product sales, service fees).

$$\text{Total Assets} = \text{Liabilities} + \text{Owner's Equity}$$



Prepare a Financial Plan

a. Bookkeeping

Systematic recording of daily financial transactions. Key tools: spreadsheets, accounting software (e.g., Wave, QuickBooks).

b. Statement of Comprehensive Income

Also known as the Profit & Loss Statement. It shows revenue, costs, and net profit over a specific period.

Sample Format:

KOPERASI POLITEKNIK MUKAH	
STATEMENT OF COMPREHENSIVE INCOME	
INCOME	
Sales	500,000
Investment Income	20,000
Total Income	520,000
EXPENSES	
Cost of Sales	380,000
Administrative Expenses	55,000
Finance Costs	4,000
Other Expenses	8,000
Total Expenses	447,000
Profit Before Tax	73,000
Income Tax Expense	19,000
Profit for the Year	54,000
OTHER COMPREHENSIVE INCOME	
Revaluation Surplus	15,000
Total Comprehensive Income	69,000

c. Statement of Financial Position (Balance Sheet)

Provides a snapshot of business financial standing at a specific point in time.

Sample Format:

KOPERASI POLITEKNIK MUKAH	
STATEMENT OF	
FINANCIAL POSITION	
ASSETS	
Non-Current Assets	
Property, Plant and Equipment	960,000
Investments	110,000
Total Assets	1.185,000
LIABILITIES	
Equity	
Share Capital	800,000
Retained Earnings	275,000
Current Liabilities	
Trade Payables	60,000
Other Payables	50,000
Total Assets	60,000
TOTAL	1.185,000
TOTAL EQUITY AND LIABILITIES	
Revaluation Surplus	1.185,000
	1.185,000

■ CHAPTER 4 : MARKETING CONCEPTS

Marketing is a vital part of cyberpreneurship. It involves understanding customer needs and effectively communicating the value of your product or service in the digital marketplace.

4.1 Marketing Concept

Marketing Functions

Marketing involves multiple key functions:

Function	Description
Market Research	Collecting data about market needs, competition, and trends.
Product Development	Creating products that meet customer expectations.
Promotion	Communicating your brand through advertising and public relations.
Sales	Closing deals with customers and increasing revenue.
Distribution	Delivering products or services efficiently to customers.
Customer Service	Maintaining positive relationships and support post-sale.

Technologies that Support the Marketing Function

Technology	Function
CRM Software	Manage customer data and track interactions (e.g., Salesforce).
Email Marketing Tools	Send personalized campaigns (e.g., Mailchimp, Constant Contact).
Social Media Platforms	Promote products and engage with customers.
Analytics Tools	Monitor performance (e.g., Google Analytics, Meta Insights).
SEO Tools	Optimize website visibility (e.g., SEMrush, Ahrefs).

The Marketing Mix (4Ps)

Element	Description
Product	What you sell—features, quality, and branding.
Price	Strategy for pricing—penetration, skimming, competitive.
Promotion	Advertising, sales promotions, online campaigns.
Place	How the product reaches customers—online store, delivery, etc.



4.2 Marketing Environment

Micro-environment

Directly affects the business and is close to the company:

Factor	Description
Company	Internal resources and capabilities.
Suppliers	Partners providing raw materials or digital tools.
Marketing Intermediaries	Agents and platforms aiding in promotion and delivery.
Customers	Target market segments.
Competitors	Other businesses offering similar products or services.
Public	Media, communities, and influencers that shape public opinion.

Macro-environment

Larger forces that impact the entire market:

Factor	Description
Demographic	Age, gender, income, education levels of your audience.
Economic	Inflation, purchasing power, economic growth.
Natural	Environmental sustainability and eco-conscious customers.
Technological	Innovations like AI, IoT, automation impacting business operations.
Political	Laws, government policies, taxation.
Cultural	Values, beliefs, traditions influencing customer behavior.

4.3 Channels of Distribution

Types of Distribution Channels

Channel	Description
Manufacturer	The original producer of the product.
Wholesaler	Buys in bulk from the manufacturer and sells to retailers.
Retailer	Sells directly to end customers.
Customer	The final buyer or user of the product.

Example for Cyberpreneurs:

A digital creator (manufacturer) may sell via **Shopee (retailer)**, who promotes the product directly to **consumers**.

4.4 Digital Marketing Strategy

Strategy	Purpose
Content Marketing	Share valuable info to attract an audience (blogs, videos, eBooks).
Online Retail Sites	Sell products through platforms (e.g., Lazada, Shopee).
Mobile Application	Provide seamless mobile-based user experience.
Social Media Channels	Promote via Facebook, Instagram, TikTok, LinkedIn.
Email Marketing	Directly target users via inbox campaigns.
Eye-catching Words	Use persuasive, engaging text (copywriting).
User-friendly Website	Fast-loading, easy to navigate, responsive site.

■ CHAPTER 5 : SOCIAL MEDIA ENVIRONMENT AND CYBER BUSINESS

Social media has revolutionized the way businesses interact with customers. For a cyberpreneur, understanding and leveraging social media effectively can drive awareness, engagement, and sales.

5.1 Social Media Platform

Popular social media platforms for businesses include:

Platform	Key Strengths
Facebook	Widely used, great for community building and paid ads.
Instagram	Visual appeal, great for products and stories.
TikTok	Short-form videos, highly engaging for younger audiences.
LinkedIn	Professional networking and B2B marketing.
X (Twitter)	Real-time updates and trending topics.
YouTube	Long-form content and tutorials.

Advantages of Social Media

- Cost-effective: Free to start, low-cost ads.
- Social interaction: Real-time engagement with customers.
- Interactivity: Likes, shares, comments boost visibility.
- Targeted market: Ads can reach specific demographics.
- Customer service: Fast response and support through DMs or comments.

Disadvantages of Social Media

- Time intensive: Requires regular updates and engagement.
- Trademark & copyright issues: Content theft risks.
- Trust, privacy & security: Data breaches and misuse of info.
- User-generated content: Risk of inappropriate posts or reviews.
- Negative feedback: Public complaints can affect brand image.

5.2 Social Media Marketing Strategy

Content in Social Media

Types of content:

- Educational (how-tos, tips)
- Entertaining (memes, reels)
- Promotional (discounts, new arrivals)
- Interactive (polls, quizzes)

Report Content Creation and Management Tools

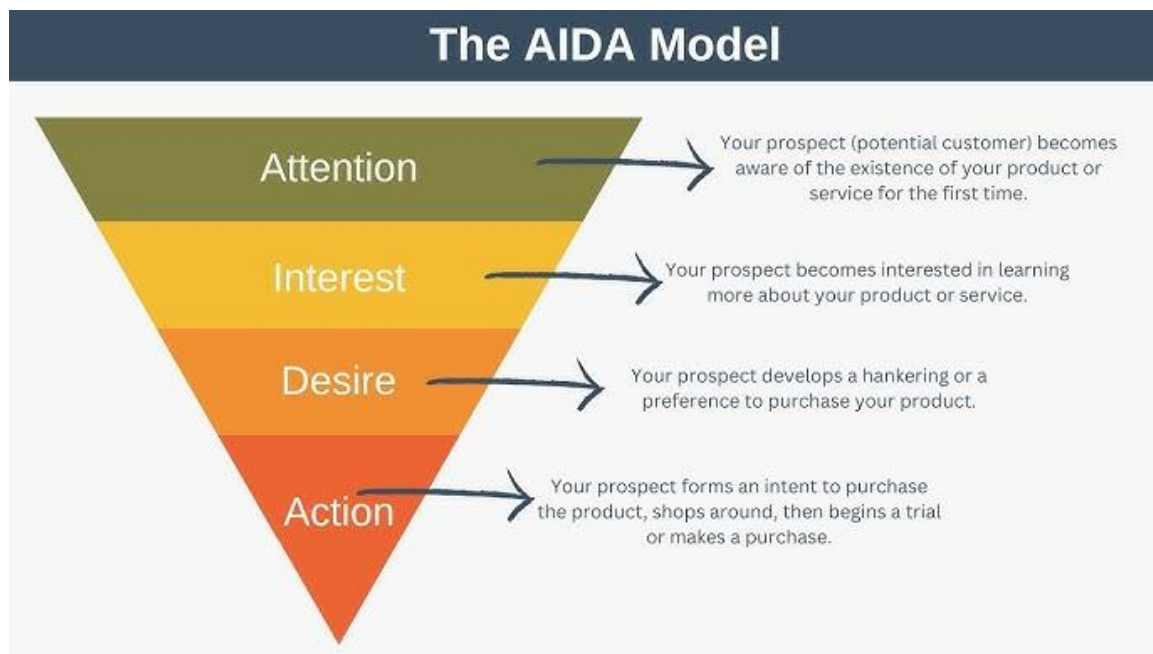
Tool/Task	Example / Description
Social Media Marketing Objectives	Increase brand awareness, drive traffic, grow leads.
Target Segment Personas	Age, gender, interests, online behavior.
Audit Social Media Platform	Review performance, follower growth, engagement rate.
Social Media Channels & Tools	Buffer, Hootsuite, Meta Business Suite.
Content Calendar	Schedule posts weekly or monthly for consistency.
Evaluate and Adjust Strategy	Use analytics to improve weak areas or try new approaches.

Practice Techniques of Copywriting

Technique	Description
Testimonial	Use customer reviews to build trust.
Problem Solving	Show how your product solves customer pain points.
People Motivation	Use emotional appeals or incentives (e.g., FOMO, limited-time offer).
Unique Selling Point (USP)	Clearly state what makes you different and better.

Practice Attention, Interest, Desire, Action (AIDA)

- **Attention:** Use bold headlines or videos.
- **Interest:** Explain benefits clearly and simply.
- **Desire:** Show proof, features, or testimonials.
- **Action:** Clear call-to-action like “Buy Now” or “Subscribe”.



Practice Posting Sales Techniques

Technique	Description
Soft sell	<p>A subtle, non-aggressive approach to encourage customers to make a purchase by focusing on value, trust, and long-term benefits.</p> <p>"Our natural skincare range is made from 100% organic ingredients, designed for sensitive skin like yours. Many of our customers noticed smoother skin in just two weeks. Feel free to explore – no pressure!"</p>
Hard sell	<p>A direct and urgent sales approach, pushing the customer to make a decision quickly, often using fear of missing out (FOMO) or limited-time offers.</p> <p>"FLASH SALE: Only 5 units left of the Smartwatch Pro! Order now and save RM200 – offer ends in 2 hours!"</p>
Teaser	<p>A technique to generate curiosity and interest without revealing too much—often used in pre-launch campaigns or product reveals.</p> <p>"Something <i>bold</i> is coming this Friday. Are you ready to turn heads? Stay tuned. #ComingSoon"</p>


Practice Closing Sales Techniques

Technique	Description
Always Be Closing (ABC)	Constantly encourage next steps in the buying process.
First Call Resolution (FCR)	Resolve questions and objections in the first interaction.

Chat Example for ABC:

Customer: "I like this hoodie. Does it come in other colors?"

Seller (You): "Yes! It comes in black, navy blue, and olive green. Since this is a limited edition, we have just a few left. Would you like me to reserve one in your preferred color and size now so you don't miss out?"

 Explanation: You're guiding the customer toward a purchase by creating urgency and making it easy for them to say "yes."


Chat example for FCR:

Customer: "I have a discount code, but I'm not sure how to apply it."

Support (You): "No worries! During checkout, just look for the 'Enter Promo Code' box under your cart. Type the code and click 'Apply.' I've also attached a screenshot here for you. Let me know if it works!"

(Customer confirms it works)

Support (You): "Great! If you have any more questions, I'm right here to help."

 Explanation: The issue is resolved in the first interaction—quick, helpful, and no need for a follow-up.

5.3 Social Media Platform

Search Engine Optimization (SEO)

SEO improves content's visibility on Google and other search engines:

- Use relevant keywords
- Optimize titles, meta descriptions
- Ensure mobile responsiveness
- Improve page loading speed
- Get backlinks from other sites

Latest Social Media Platforms

- Threads (Meta) – Text-based updates, like X/Twitter
- BeReal – Authentic content at random times
- WhatsApp Business – Instant chat with customers, catalog integration
- Telegram – Broadcast channels and bots for automation

The Importance of Industry 4.0 (4IR) on Social Media Marketing

Industry 4.0 enhances social media marketing through:

4IR Technology	Impact on Marketing
AI	Personalized ads, chatbots, predictive analytics
Big Data	Understand user behavior for better targeting
IoT	Smart product feedback and customer interaction
Automation	Scheduling, auto-replies, and customer segmentation
AR/VR	Interactive experiences (e.g., virtual try-ons)

CONCLUSION

In conclusion, cyberpreneurship represents a new frontier in the world of business where technology, creativity, and entrepreneurship meet. As digital transformation continues to evolve, cyberpreneurs are uniquely positioned to seize opportunities in the online marketplace by leveraging innovation, connectivity, and global reach.

From understanding the foundations of entrepreneurship to exploring intellectual property rights, internet-based business models, and digital marketing strategies, students have gained essential insights into the rapidly growing digital economy. Moreover, through practical tools like SWOT analysis, Business Model Canvas, and social media platforms, future cyberpreneurs can build sustainable, tech-enabled ventures that are agile, scalable, and relevant.

Ultimately, cyberpreneurship is more than just starting a business online—it's about thinking digitally, acting entrepreneurially, and creating value in a constantly evolving global environment. As aspiring cyberpreneurs, students are encouraged to take initiative, stay curious, and continuously learn to thrive in this exciting digital landscape.

APPENDIX

BUSINESS PLAN EXAMPLE

1. Business Overview

Business Name: Mukah Café Hub

Industry: Food & Beverage

Location: Politeknik Mukah, Sarawak

Business Model: Physical Cafe & Online Ordering

Mission Statement: To provide high-quality, affordable, and convenient food and beverages to students and staff at Politeknik Mukah.

Vision: To be the go-to café for students and staff, offering a relaxing environment with quality service.

Objectives:

- Offer a variety of affordable meals and beverages.
- Establish a strong brand presence on campus.
- Achieve profitability within the first year of operation.

2. Target Market and Customer Analysis

Primary Target Audience:

- Students at Politeknik Mukah (ages 18-25)
- Faculty and staff members
- Local residents looking for a cozy cafe experience

Customer Needs:

- Affordable and quality food & drinks
- Convenient location near campus
- A comfortable and social environment

3. Product or Service Description

Product/Service Name: Mukah Café Hub Menu

Key Features:

- Freshly brewed coffee and tea
- Affordable breakfast, lunch, and snacks
- Free Wi-Fi and study-friendly environment

Unique Selling Proposition (USP):

- Campus-exclusive café with student-friendly pricing
- Cozy ambiance with high-speed Wi-Fi for studying and socializing
- Special discounts for students and faculty members

4. Marketing and Sales Strategy

Marketing Channels:

- Social Media (Facebook, Instagram, TikTok)
- Campus Promotions (Posters, Flyers, Student Influencers)
- Loyalty Programs and Special Discounts

Sales Strategy:

- Direct Sales at the café
- Pre-order via WhatsApp & online ordering system
- Seasonal Promotions & Combo Deals

5. Competitor Analysis

Direct Competitors:

- Existing food stalls on campus
- Local cafés in Mukah town

Competitive Advantage:

- More affordable pricing tailored for students
- Unique ambiance and comfortable seating
- Exclusive menu offerings not available elsewhere

6. Management

Key Team Members & Roles:

- Founder/CEO: [Name 1] – Overall business strategy and management.
- Operations Manager: [Name 2] – Manages café operations.
- Marketing Manager: [Name 3] – Develops promotional strategies.
- Finance Manager: [Name 4] – Handles budgeting and financial reporting.

7. Financial Plan

Startup Costs:

- Business registration and licensing: RM5,000
- Equipment and supplies: RM20,000
- Initial marketing and branding: RM3,000
- Operational expenses for the first three months: RM10,000

Revenue Projections:

- Year 1: RM150,000
- Year 2: RM250,000
- Year 3: RM350,000

Funding Requirements:

- Total amount needed: RM38,000
- Possible sources: Personal savings, bank loans, government SME grants, investors.

SWAT ANALYSIS EXAMPLE

Koperasi Smart Café – Politeknik Mukah

Strengths (S)	Weaknesses (W)
✓ Strategic location inside the campus (easy access for students and staff)	✗ Limited startup capital
✓ Low-cost products catered to students' needs	✗ Limited business experience among student operators
✓ Support from Politeknik management and lecturers	✗ Limited product range at the beginning
✓ Loyal customer base (students & staff)	✗ Dependence on class schedule (may reduce operating time)
✓ Profits reinvested into student activities	✗ Lack of digital payment methods initially
Opportunities (O)	Threats (T)
🌱 High student population ensures regular customers	⚠️ Competition from nearby vendors or food delivery services
📱 Ability to implement digital ordering systems or pre-order apps	⚠️ Rising food costs could reduce profit margins
💡 Potential collaboration with local businesses or alumni	⚠️ Change in student preferences (e.g., trend-based foods)
🌐 Can promote through social media and campus events	⚠️ Regulatory or hygiene issues if not monitored carefully
🚀 Expand into other services like printing, stationery, or top-up reload	⚠️ Staff turnover when students graduate or leave

AIDA MODEL EXAMPLE

Attention

"Feeling tired after class? Craving something cold and refreshing?"

| Start with a catchy question or problem students can relate to.

Interest

"Smart Café is now open at the Polytechnic cafeteria – serving iced chocolate, fresh sandwiches, and bubble tea starting from only RM3!"

| Show what's new, where it is, and something eye-catching (like pricing).


Desire

"Made fresh every morning, our meals are designed by students, for students. Enjoy quality food while supporting your own cooperative!"

| Emphasize value, benefit, or emotional connection (supporting peers).

Action

"Visit Smart Café today between 9AM – 5PM!"

 Follow us on Instagram @smartcafe_pmukah for daily deals!"

| Give a clear call to action (visit, follow, try today).

CYBERPRENEURSHIP

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POLITEKNIK MUKAH SARAWAK
(online)