

SME WEEKLY NEWS

(9 April 2018 – 13 April 2018)

Countries	Highlights
<p>MALAYSIA</p> <p>70 SMEs in DFTZ scheme generate RM52m sales</p>	<p>Seventy manufacturers participating in DFTZ SME Onboarding Programme have generated RM52.1 million in sales under the eTrade Outcome Assessment 2017, with exports worth RM18.1 million. To date, 2,651 SMEs had come board the DFTZ platform from 1,970 SMEs last November. The DFTZ would continue to provide huge opportunities for SMEs to increase their exports to the global market. This year, 500 SMEs each from Sabah and Sarawak is aimed to join the DFTZ platform, as part of the government's inclusive effort to help Bumiputera SMEs through the RM50 million allocation under the WIRA eDagang DFTZ initiative announced recently. All stakeholders are urged to continue focusing on producing quality digital entrepreneurs, as more works needed to be done in terms raising the level of efficiency, delivery, management response time and the quality level of the SME products and services.</p> <p style="text-align: right;"><i>(Source: The Star, 9 April 2018)</i></p>
<p>MALAYSIA</p> <p>EDII to train 100 SME entrepreneurs from Malaysia</p>	<p>Entrepreneurship Development Institute of India (EDII) will train around 100 Malaysian SME entrepreneurs through classroom training, simulation exercises and field exposure. The training will be imparted to Malaysian youth in collaboration with IMS Asia, a Malaysian-based specialist in the area of IT technology training and consulting under a Memorandum of Understanding (MoU) signed by EDII with HRDF. The Institute will provide hand-holding and mentoring support to Malaysian SME entrepreneurs and work closely with HRDF's initiative of skill development as a facilitator for boosting the economy of Malaysia. Through the collaboration, EDII will share its expertise with HRDF to enhance the latter's trainers in delivering quality training for up-skilling and re-skilling Malaysian women, low household income community and youth. HRDF and EDII will work together in the areas of skill development, re-skilling, entrepreneurship development, capacity building, training and methodology, content development, consulting and research.</p> <p style="text-align: right;"><i>(Source: The Hindu Business Line, 10 April 2018)</i></p>
<p>INDONESIA</p> <p>Lazada cooperates with SME, expands to Malaysia and Singapore</p>	<p>E-commerce platform, Lazada will invite SMEs incorporated with Lazada Indonesia to go international. The countries that have been set as targets for the expansion are Malaysia and Singapore. The two countries were selected for the company's first shipment because of its close proximity and because both countries have a large community of Indonesians. Lazada Group Chief Marketing Officer, Achmad Alkatiri said that around 150 sellers will join the program. Lazada will combine the highest selling products in each country and the needs of Indonesian living in the expansion target countries. The program is one of the three pillars of SME development initiated by the company apart from the 'offline-to-online' program, and the 'small-online-to-big-online' program.</p> <p style="text-align: right;"><i>(Source: Tempo.co, 11 April 2018)</i></p>
<p>SINGAPORE</p> <p>7 local businesses selected for SME accelerator programme in Singapore</p>	<p>Seven local SMEs will undergo a digital makeover as part of a business transformation programme by accelerator, The FinLab. These SMEs will tap on the guidance, resources and mentorship provided by The FinLab's network of industry experts, mentors and technology leaders to develop and deepen their digital capabilities. During the four-month programme, participating SMEs will be guided by The FinLab and its partners as they identify problem statements in their business and equip themselves with the tools and knowledge required to innovate. Following that, solution providers i.e. technology startups will be introduced to SMEs to select and pilot the most appropriate solutions. Through The FinLab, these SMEs will be able to connect with the right partners as they transform their business models and to acquire the technological know-how to improve their business performance and to enhance their customer experience.</p> <p style="text-align: right;"><i>(Source: The Business Times, 12 April 2018)</i></p>

MAKING THE RIGHT IMPRESSION

FIRST impressions count. The image that one presents could well make or break a moment that will have a lasting impact. A Malaysia-based image and branding training institution, BrandImage specialises in soft skills training that helps position a person and the brand of an organisation or product. Although still a niche industry, BrandImage International founder and principal, Wendy Lee says brand image consulting is one of the fastest growing industry.

BrandImage offers two courses at the moment, namely, the Certified Image Consultant course and the Certified BrandImage Consultant course. These courses are mainly for working adults or entrepreneurs looking to build a reputation for their businesses. “It can also be very useful in helping professionals to project an image that helps in their career advancements,” says Lee.



BrandImage has grown well locally by tapping into the demand for image consultancy among working adults and organisations. To grow in the region, BrandImage is open to potential interest from strategic partners to help scale its business and expand its courses overseas. The ideal partner would, of course, be private education-related companies with market access to the South-East Asian region.

As part of its expansion plans, BrandImage recently signed an agreement with the provincial government of Chengdu, Sichuan Province, to establish a branding and image training course centre there. This is just a stepping stone into the huge China market. BrandImage foresees big growth opportunities there as image consultancy and branding are becoming very popular in the fast growing Chinese economy.

Lee started dabbling in image building efforts back in 2004. Armed with only a vague knowledge of what an image consultancy company does, Lee started her learning curve in the business by trying out everything related to style and image. From selling accessories to giving out charitable workshops, Lee gained insights into the various aspects of image building as a brand.

She started Chapter One in 2007 as a full-fledged image consultancy services company. Over the years, as awareness on the value of a positive image grew, the small-scale business that Lee pioneered continued to grow and led to the establishment of BrandImage in 2011. BrandImage is owned by Chapter One Asia, a branding and communication company that also provides branding consultancy services to corporate clients. Chapter One, in turn, is fully owned by Lee and her husband.

BrandImage currently has around 44 staff, including its external consultants. The company is expected to continue on its growth path with revenues expected to hit RM9mil for 2018. And as plans for its China expansion takes off, Lee says the company is projecting RM20mil in sales within the next five years.

(Source: The Star, 9 April 2018)

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