

## CONDUCT OF YOUNG ENTREPRENEUR PROGRAMME (YEP) FOR MEMBERS OF SMI ASSOCIATION OF MALAYSIA

<b>Introduction</b>	<p>In support of the Government's initiative to develop more young entrepreneurs to start and succeed in running their own business, CEDAR has responded by introducing the Young Entrepreneur Programme (YEP) since March 2013.</p> <p>The aim of the training programme is to prepare would-be entrepreneurs a few key skill-sets in starting, developing and growing a new business that would not only be commercially viable and more importantly be sustainable.</p> <p>Intel came about to complement the needs and initiative. Joining hand with Intel, CEDAR runs YEP as part of Intel® Entrepreneurship Basics Course to many young entrepreneurs throughout the country. <b>CEDAR is the 2<sup>nd</sup> centre in the world to offer such programme with Intel® after Pakistan.</b></p> <p>Participants who have completed the 3-day training programme will receive a Certificate of Participation jointly awarded by CEDAR and Intel®.</p>
<b>Benefits of the programme</b>	<p>The training and coaching will be conducted by our qualified and experienced trainers. Some of them are entrepreneurs themselves and former Bankers who will leverage on their experiences during the conduct of the course.</p> <p>Participants will not only gain valuable knowledge but will also be able to know the insights in developing a bankable business idea that is equally viable and sustainable-these CEDAR has the advantage for we not only draw our experiences as ex-Bankers but are also familiar in addressing SMEs and their issues.</p> <p>The programme will enable eligible participants to apply for the Young Entrepreneur Fund (YEF) available from SME Bank. The fund is targeted at Malaysian youth between 18 to 30 years old who aspires to become and succeed as an entrepreneur.</p>
<b>Programme Outline</b>	<p><b>Day 1: Starting your business</b></p> <ul style="list-style-type: none"> <li>• Module 1 : Introduction to doing a business</li> <li>• Module 2 : Defining entrepreneurship</li> <li>• Module 3 : Generating a business idea</li> <li>• Module 4 : Identifying a business opportunity</li> </ul> <p><b>Day 2: Developing your business strategy</b></p> <ul style="list-style-type: none"> <li>• Module 5 : Developing your business plan</li> <li>• Module 6 : Considerations when starting up</li> <li>• Module 7 : Setting your price</li> <li>• Module 8 : Communication and negotiation skills</li> </ul>

	<p><b>Day 3: Running your business</b></p> <ul style="list-style-type: none"> <li>• Module 9 : Defining business operations</li> <li>• Module 10 : Marketing basics</li> <li>• Module 11 : Managing cash flows</li> <li>• Module 12 : Keeping the accounts and records</li> <li>• Module 13 : Making the sale</li> <li>• Module 14 : Dealing with issues</li> <li>• Module 15 : YEF application guidelines</li> </ul>
<p><b>Value-added development programme</b></p>	<p>The 3-day programme is complemented with a 1-hour of complimentary coaching session which will be conducted for all participants within the first 3 months after the training session.</p> <p>The coaching session is conducted face-to-face on individual basis. If the coaching session is conducted after 3 months from the training day, a fee of RM 100 per person will be charged.</p> <p>The coaching session allows the participants to experience more action-driven learning rather than plain theoretical lectures.</p>
<p><b>Our Experienced Trainers</b></p>	<p>The training will be conducted by two experienced and qualified trainers:</p> <div data-bbox="343 1025 683 1452" data-label="Image"> </div> <p><b>HISAM SALLEHUDDIN</b> is presently a Manager under the Entrepreneur Development and Intervention with Centre for Entrepreneur Development and Research (CEDAR). He has more than 20 years experience in Legal, Consultancy, Credit Control, Monitoring, Training, Corporate Communications, Administration and Organizational and Methods.</p> <p>He started his career as a Substitute Teacher at Sekolah Menengah Subang Jaya 1 (3 months in 1992), Administrative Assistant at JF Industrial Supplies and Services (3 months in 1992), Legal Officer at Bank Rakyat (from 1993 – 1995), Senior Executive at Perbadanan Usahawan Nasional Berhad (PUNB) (from 1995 – 2013) before moving on to CEDAR in April, 2013.</p>

He holds a Degree in Law from the International Islamic University Malaysia and Executive Degree in Environment, Safety and Health from Asia E University. Besides that he also holds several certificates namely in ISO 9000 and 14000, Occupational Safety and Health (OSHA), Quality Manufacturing Management Consultant from Japan Association of Manufacturing Analysis (JAMA) and was a former Safety Officer for PUNB.



**TEOH ENG TAT** is currently an Analyst with the Centre for Entrepreneur Development and Research (CEDAR). He has more than 10 years of experience in both the financial services and Business Process Outsourcing (BPO) industries. He started his career in the Mortgage department with Citibank. After having exposure in the retail banking, he then moved on to Corporate/Business banking in OCBC Bank and subsequently to the BPO industry undertaking business development role.

He holds a Professional Postgraduate Diploma in Marketing from The Chartered Institute of Marketing, UK. He is an Associate (ACIM) of the Institute.

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