

Final-Year **BUSINESS PITCHING:** A GATEWAY TO ENTREPRENEURIAL SUCCESS

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FINAL-YEAR BUSINESS PITCHING: A GATEWAY TO ENTREPRENEURIAL SUCCESS

The business pitching event for our final-year students is the ultimate manifestation of their hard work and creativity, serving as a platform to showcase their entrepreneurial skills and innovative ideas. As an integral component of the curriculum, this event provides the students with an opportunity to showcase their business ideas to a panel of community pharmacy experts and faculty members. The event is designed to simulate a real-world business environment, where students must not only demonstrate their understanding of business fundamentals but also their ability to effectively communicate and sell their ideas.

Throughout the semester, students have been developing their business plans and refining their strategies. This event represents the final stage of this process, where they will put their skills to the test. Each team will have a set amount of time to present their business idea, followed by a Q&A session where they will address questions and feedback from the judges. The pitches will be evaluated based on several criteria, including the revenue model, competitive advantage, organisation of information, creativity, pitching aid tools, and their abilities to answer during the questions and answer session.

The business pitching event is not just about competition; it is also an invaluable learning experience. It allows students to receive constructive feedback, learn from the experiences of their peers, and gain insights into the realities of starting and running a business. During this business pitching, several industries involved from the community pharmacy experts, which include Alpro Pharmacy, Big Pharmacy, Farmasi IDEAL, HEAL Pharmacy, Farmasi Ukhwah, GT Health Pharmacy, UNI Farmasi and Adas Apothecary. This provides networking opportunities, as students interact with industry professionals who may offer advice, mentorship, or even investment opportunities.

Ultimately, this event successfully achieved its aims which was to empower our students, equipping them with the necessary confidence and skills to thrive in the business realm, whether they choose to start their own enterprises or contribute to any established organisations.

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