

APB eQuarterly

Spotlight & Latest Updates



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Akademi Pengajian Bahasa, Universiti Teknologi MARA



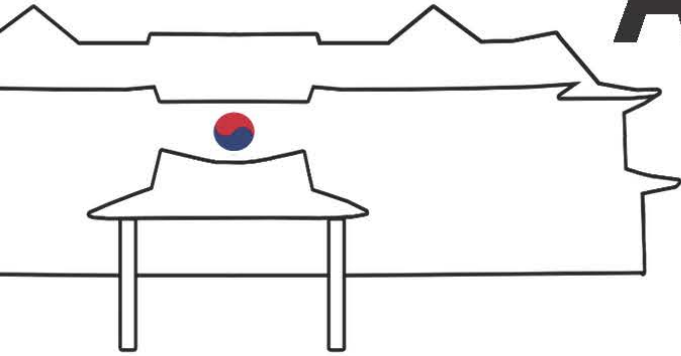
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MASMED @ APB

APB Biz Corner



Malaysian Academy of SME & Entrepreneurship Development (MASMED) of Akademi Pengajian Bahasa organised and launched the APB Biz Corner Project, which provides LG students the opportunity to participate in entrepreneurship by selling various foods and drinks at Kenanga 3 and 4. The project started in early November 2022 and the stalls are open every Monday to Friday. Targeting UiTM students and staff as potential customers, the project provides food and drinks that are not only affordable but also delicious. Food items such as Malaysian delicacies, sandwiches, and drinks are sold. Favourite items sold are nasi lemak and chicken fried rice which the students would order from a vendor. They would order these in volume and their profits would be commission-based.

During the pandemic, students were taught the theoretical components of entrepreneurship but were not able to apply the theories learnt which prompted APB to conceptualise and realise the APB Biz Corner. Dr Ibrahim Abdullah, the MASMED coordinator at APB Shah Alam explained that APB Biz Corner is a great avenue to provide hands-on opportunities to students to experience real-world situations as the current work climate is demanding and also to upskill their skills such as idea pitching, budgeting, and communication. Internalising an

entrepreneurial mindset encourages students to be hardworking, well-articulated, and actively grow their networking skills.

To date, APB Biz Corner has received positive feedback from APB staff and students. Therefore, Dr Ibrahim intends to expand this project so that it will turn into a hub where students and staff from all corners of UiTM can come, eat, and



chat. Their profits will then be used to buy stone tables, benches, and food shelves to grow APB Biz Corner. When asked about the potential of collaborating with other faculties to grow Biz Corner, Dr Ibrahim indicated that APB MASMED is planning towards that direction and aspires to execute it in the future. But, he believes that one must learn how to walk properly before running. Using this mindset as the foundation of this project, he hopes that Biz Corner in APB will gradually grow and attract a higher volume of customer traffic.



For the purpose of this write-up (or so I say), the author decided to try two breakfast items from Biz Corner. It was convenient since the breakfast items could be purchased (cash or QR pay is acceptable) before 8am which was when most classes started. The first item I tried was the nasi lemak. The coconut rice in the nasi lemak was fragrant and the sambal was spicy and had a hint of sweetness. I went on to try the tuna sandwich which honestly looked a bit plain. Contrary to its lackluster appearance, I was happily surprised to find the tuna portion was generous and the sandwich tasted fresh. A cup of hot tea would definitely complement this sandwich. Dr Ibrahim, maybe a go-to coffee or tea would be a great addition to Biz Corner? Therefore, fellow readers, do drop by Kenanga 3 and 4 and share with us your feedback! Let me warn you beforehand, one packet of nasi lemak is definitely not enough.

Reach Us

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