

# APB eQuarterly

Spotlight & Latest Updates



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Akademi Pengajian Bahasa, Universiti Teknologi MARA



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English Language & Linguistics  
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## Home of Modern Languages



# MASMED@APB

## Jumbo Sale @APB

MASMED Akademi Pengajian Bahasa, UiTM Shah Alam organised a Jumbo Sale on 9th December 2022 (Friday) at APB parking lot (near to Bangunan Korea), in conjunction with APB's golden jubilee celebration. The objective of the one-day jumbo sale was to encourage students' involvement in event management. Students had to plan and make necessary arrangements so that it would become a successful event. The positive responses and long queue lines at the food stalls proved that the event was successful.



*churros, lokching, corn dogs, various pastas, takoyaki, pastries and cakes, durian, ice-blended drinks, cendol and various 'air balang' were sold at this event. The legendary green Nestle MILO truck also attracted fellow LARIAN KASIH APB50 runners (another event that happened together on the same day) to get their hands on a cup of Malaysia's most popular childhood drink. Besides food and beverages, other items that were on sale were pre-loved items such as baju kurung, blazers, jackets and many more, that can be found at APB golden-hued lobby.*

The event attracted not just UiTM students and staff but also the public. This overwhelming response can be attributed to the consistent promotional effort by APB corporate team and fellow APB staff as well as students on online and offline platforms. Moreover, the location of the APB Jumbo Sale was near the UiTM Seksyen 7 gate (gate 2) which translated into higher customer traffic.

The event attracted various external vendors to sell a variety of foods and beverages at this event such as Hj Saleem's *nasi kandar* and *nasi briyani*, *nasi daging* or *kambing meraung* by Raf Kitchen, US Pizza,





When interviewed, two students who were among the visitors of the event, said that they enjoyed coming to the Jumbo Sale because of the wide selection of food and drinks that were delicious and affordable. They were also thrilled when they received a set of Good Virtues Co. toiletries which was given as freebies to all visitors.

Fellow vendors of the Jumbo Sale were also satisfied with the number of visitors and appreciative that each vendor was selling different food. For them, vendors selling different food and drinks would reduce competition and increase business morale concurrently.

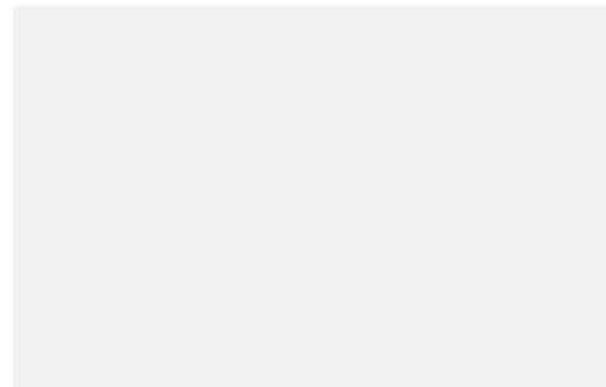


Even the *Nasi Briyani* and *Nasi Kandar* by Hj Saleem Nasi Kandar were sold out in just a few hours. Due to this success, the vendors hoped that they would be able to participate in similar events organised by APB in the future.

Dr Ibrahim, the director of Jumbo Sale@ APB, mentioned that the event was a success as everything went as planned. An apparent positive outcome from the event was the bridging of the gap between senior and young lecturers, the administration and the students. He extends his wishes that this event will event will spearhead more events which will



not only strengthen the relationship of APB family members, but also increase APB visibility in the entrepreneurship sphere.



# Reach Us

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