

# MASMED

Malaysian Academy of SME and Entrepreneurship Development

2021  
UPDATES

16 September 2021

## Courtesy Visit cum Discussion Session: MASMED Joint Venture Project with - UiTM Cawangan Kedah

REC MOHD AZUAN MOHD ALIAS is presenting

**TALKING POINTS**  
Young Entrepreneurship

Entrepreneur Ambition

- INNOVATION
- VISION
- KNOWLEDGE
- LEADERSHIP

Produce the Ideation & Intents

Setting the right Biz framework

- Challenges in Product Innovation
- Complex product information
- Rapid changes in competitive products
- Difficult Decision Making and not making right decisions
- Short Term Business Sustainability
- Margin and Profitability Issues
- Right Target Market

Normalize  
Guide  
Realize

Target Market

Fulfillment

Monetization

Delighting Customers

MOBILE

MOHD AZUAN MOHD ALIAS

9:20 AM | JEMPUTAN KE PROGRAM SEMBANG-PR...

REC

3:56 PM | Pre Meeting Kolaborasi bersama ILD

Safari 4:00 PM Wed 16 Sep

SESI KUNJUNG HORMAT DAN PERBINCANGAN PROJEK USAHASAMA ANTARA KAMPUS CAWANGAN KEDAH DAN MASMED (SECARA AT...

9:20 AM | JEMPUTAN KE PROGRAM SEMBANG-PR...