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19/06/2024 / Seri Ayu Masuri Md Daud



SABAK BERNAM, May 20, 2024 – The “Two-Nation SULAM: Empowering Micro, Small and Medium Enterprises” program held at D’Laman Choco, Sungai Besar, Selangor on May 18 and 19, 2024, has concluded successfully. The program, a proactive initiative by the Faculty of Accountancy, Universiti Teknologi MARA (UiTM) Selangor Branch, Puncak Alam Campus and the Faculty of Economics and Business, Singaperbangsa Karawang University (UNSIKA), Indonesia, aimed to empower micro, small, and medium enterprises (MSMEs) in the Sabak Bernam area.

According to Associate Professor Dr. Seri Ayu Masuri Md Daud, a lecturer at the Faculty of Accountancy, UiTM Puncak Alam, who is the Project Director, the SULAM program provides students with the opportunity to apply accounting and business management knowledge learned to solve real problems faced by MSME entrepreneurs. “Through this program, students not only learn in the

Two-Nation SULAM Program Successfully Empowers Micro, Small and Medium Enterprises – UiTM NewsHub classroom but also directly engage in providing suggestions and solutions to problems faced by local entrepreneurs,” she said. The Two-Nation SULAM program was also attended by Associate Professor Dr. Tuan Zainun Tuan Mat, Deputy Dean of Academic Affairs, Faculty of Accountancy, as well as two Senior Lecturers, Dr. Mohamad Ezrien Mohamad Kamal and Ms. Marshita Hashim.

Also present in the program were ten international students from UNSIKA, Indonesia, accompanied by two lecturers, Ms. Afifa Nurhanifah and Ms. Eva Maria Sulastris, who participated in the project as a continuation of the international cooperation previously conducted in Karawang, Indonesia, in 2023. This program also involves collaboration with the Community Development Department, Sabak Bernam District Council (MDSB), which plays an important role in advancing the MSMEs in Sabak Bernam, as well as helping to improve the local economy and community well-being.



In this program, fifteen students from the UiTM Faculty of Accountancy collaborated with UNSIKA students to provide advisory services to an MSME in Sabak Bernam, namely D’Laman Choco.

The owner of D’Laman Choco, Mr. Muhammad Farhan bin Abd Samad, said, “I am very satisfied to be involved in this SULAM program. We can directly see the impact provided to small entrepreneurs like us. The suggestions and insights provided by students from UiTM and UNSIKA are invaluable and have helped us improve our business operations.”

The SULAM program is also seen as a positive step in strengthening the relationship between universities and the local community, as well as enhancing international cooperation in the fields of education and business. There is hope for further development in the local economy, especially among MSMEs, with this joint effort.

Overall, the Two-Nation SULAM program has had a positive impact not only on university students but also on MSME entrepreneurs in Sabak Bernam. It is hoped that such programs will continue and expand in the future for mutual benefit.



Tags: [Fakulti Pengurusan dan Perniagaan \(FPP\)](#), [Fakulti Perakaunan, Singaperbangsa Karawang University \(UNSIKA\)](#), [UiTM Cawangan Selangor Kampus Shah Alam](#), [Universiti Teknologi MARA \(UiTM\)](#)

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