UNIVERSITI TEKNOLOGI MARA
Cawangan Sarawak
Kampus Mukah

N57 TELLIAN

INDUSTRIAL REPORT FOR TELLIAN COMMUNITY PROJECT

2021 - 2026



Corporate Communication Unit,
UiTM Sarawak Branch,
Mukah Campus

TELLIAN COMMUNITY PROJECT

INDUSTRIAL REPORT

(2021 – 2026)

Perpustakaan Negara Malaysia

Kuala Lumpur

2026

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CHAPTER 2

PRODUCT DEVELOPMENT PROGRAMME

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1.0 INTRODUCTION

The Product Inventory Development Course, organised by the UiTM Sarawak Branch, Mukah Campus, on 7 February 2023 at the Kingwood Hotel Mukah, is a training programme aimed at equipping entrepreneurs and prospective entrepreneurs in the Tellian N.57 state constituency with the knowledge and skills to manage product inventory.

To ensure that businesses remain competitive, the products and services offered by a business must have market value and meet the needs of current customers. Among the issues frequently faced by traders in small and medium-sized enterprises (SMEs) is producing high-quality products with a competitive edge that place a business on par with existing products in the market. Consequently, to increase capacity building related to product inventory development among entrepreneurs in the Tellian Area, this programme was implemented to address these issues. However, time constraints were one of the main challenges faced in delivering the modules, especially those that are technical in nature, such as the inventory system.



Among the products of the participants who attended the course

2.0 OBJECTIVES & METHODOLOGY

The Product Inventory Development Course was conducted for one (1) day by setting several objective targets as follows:

- 2.1 Building product management skills in terms of planning, management, expansion, and focusing on consumers
- 2.2 Comprehending the strategies in product development
- 2.3 Developing potential tourism products to be commercialised

The methodological approaches used in this programme included Lectures, Q&A (Question and Answer), In-Group Training (LDK), and Programme Effectiveness Questionnaires.

3.0 CONTENTS OF THE PROGRAMME

A total of 46 participants consisting of entrepreneurs, government staff, and various professions attended the programme. Participants showed high commitment and gave positive feedback throughout the organisation of this programme. The contents of the Product Inventory Development Course were as follows:

Time	Content	Speaker
9:00 – 11:00 a.m.	Basic Inventory System	Nur Ain Abu Bakar
11:00 – 12:00 noon	Logistics System	Ahmad Faisal Mahdi
2:00 – 3:00 p.m.	Potential Products	Siti Farah Lajim
3:00 – 4:00 p.m.	Product Branding	Agnes Kanyan

3.1 LECTURE CONTENT

3.1.1 Activity 1: Basic Inventory System Lecture

Lecture 1, titled Basic Inventory System, was delivered by Ms Nur Ain binti Abu Bakar, an Accounting Lecturer at Universiti Teknologi MARA Sarawak Branch, Mukah Campus. The essence of the lecture focused on the introduction to inventory management systems, types of inventories, cost components in inventory, good inventory system management, inventory classification, and the impact of good inventory management in an organisation. Good inventory management in an organisation starts from good planning. Managers in an organisation need to plan sales aspects in business, such as the number of quantities to be sold, to ensure that stock supply is sufficient. The lecture was followed by a group activity requiring each participant to understand inventory management methods using the inventory management system discussed in the lecture room.

3.1.2 Activity 2: Logistics System Lecture

Lecture 2, titled Logistics System, was delivered by Hj. Ahmad Faisal Hj. Mahdi, a Senior Lecturer at Universiti Teknologi MARA Sarawak Branch, Samarahan Campus. The essence of the lecture revolved around basic exposure to the logistics and supply chain fields, explaining the role of logistics in business and industrial operations. Logistics refers to the process of planning, implementing, and controlling the flow of goods, information, and resources from the point of origin to the endpoint, efficiently and cost-effectively. It involves activities such as transport, storage, packaging, inventory management, and distribution. Without effective logistics, products will not reach customers on time. Businesses can lose money if goods arrive late, are out of stock, or if delivery costs are too high. For example, companies like Shopee and Lazada rely heavily on efficient logistics systems to remain competitive. The logistics field is becoming increasingly important alongside the development of e-commerce and globalisation. It is not just about delivering goods, but also about operational strategies that can determine the profit and loss of a business. The lecture was followed by a group activity requiring each participant to understand the elements of logistics management to be applied in the context of the entrepreneur's business.

3.1.3 Activity 3: Potential Products Lecture

Lecture 3, titled Potential Products, was delivered by Madam Siti Farah Lajim, Senior Lecturer at Universiti Teknologi MARA Sarawak Branch, Samarahan Campus. The essence of the lecture focused on the definition of potential products, the importance of product innovation, barriers to innovation and creativity, and examples of potential products and services. Potential products are products that are in demand, able to solve consumer problems, and can grow in the market. It might be an innovation, an improvement of an existing product, or an ordinary product marketed creatively. Choosing a potential product requires a combination of interest, market research, and creativity. But the most important thing is action and the willingness to try, fail, and relearn. The lecture was followed by a group activity requiring each participant to research products to sell and look at marketability potential to be applied in the context of the entrepreneur's business.

3.1.4 Activity 4: Product Branding Lecture

The lecture titled Product Branding was delivered by Madam Agnes Kanyan, Senior Lecturer at Universiti Teknologi MARA Sarawak Branch, Mukah Campus. The essence of the lecture pertained to types of brands and brand selection, packaging, and labels. Branding is not just a logo or product colour. It is the identity, emotion, and story you bring with the product. It determines how customers view and remember your product. Product branding can increase customer trust because branded products look more professional and build customer loyalty. The lecture was followed by a group activity requiring each participant to brainstorm to produce a competitive brand for business purposes.



NEWS AND ARTICLES

Program Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan Kawasan Tellian Mukah: Pembangunan Produk

Penulis: Siti Farah Lajim, Agnes Kanyan, Noor Emma Shamsuddin dan Ahmad Faisal Bin Mahdi



MUKAH: Pada 7 Februari 2023 bertempat di Kingwood Hotel Mukah, UiTM Cawangan Sarawak Kampus Mukah dengan kerjasama Pusat Khidmat Masyarakat N.57 Tellian telah mengadakan Program Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan Kawasan Tellian, Mukah.

Program ini memfokuskan kepada pembangunan produk. Antara tujuan program ini adalah untuk membina kemahiran pengurusan produk dari segi perancangan, pengurusan, pengembangan dan berfokus kepada pengguna dan mengetahui strategi-strategi dalam pembangunan produk dan membangunkan produk pelancongan yang berpotensi untuk dikomersialkan. Empat orang penceramah jemputan yang terdiri daripada pensyarah UiTM Cawangan Sarawak Kampus Mukah, telah dijemput untuk menyempurnakan pengisian program. Hasil daripada bimbingan penceramah-penceramah yang berpengalaman ini diharapkan dapat memberi pelbagai manfaat seperti pengetahuan tentang sistem asas inventori, sistem logistik, produk berpotensi, dan penjenamaan produk.



3.2 RESULTS

3.2.1 RESEARCH RESPONDENT DISTRIBUTION

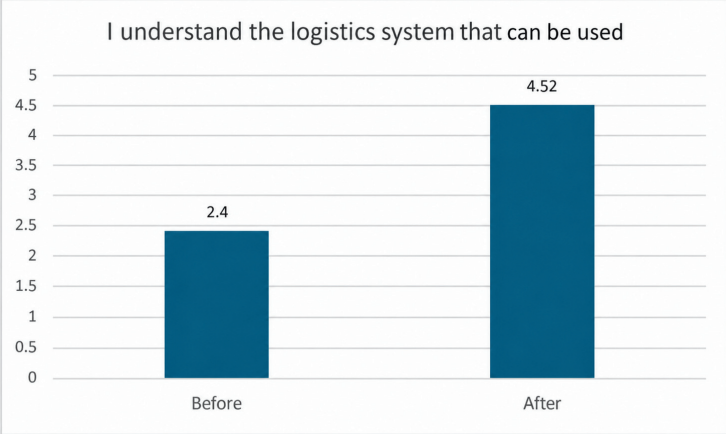
Demographics	Category	Total	Percentage
Gender	Male Female	15 31	32.6% 67.4%
Age	20 - 30 31 - 40 41 - 50 50 and above	5 14 10 17	10.9% 30.9% 21.7% 37%
Race	Melayu Melanau Orang Ulu Others	2 42 1 1	4.3% 91.3% 2.2% 2.2%
Occupation	Businessman/Traders Government Staff Self-employed Others	13 2 20 11	28.3% 4.3% 43.5% 23.9%
Business Registration	Yes No	17 29	37% 63%
Business Age	Less than a year 1 - 3 years 3 - 5 years 5 - 7 years 7 years and above	12 9 9 7 9	26.1% 19.6% 19.6% 15.2% 19.6%
Income	Less than RM1,000 Between RM1,000 - RM2,000 Between RM2,001 - RM4,000 RM4,001and above	21 19 4 2	45.7% 41.3% 8.7% 4.3%
Course suitability to participant needs	Yes No	46 -	100% -

This study involved a total of 46 respondents from various demographic backgrounds, with the majority being female (67.4%) and of the Melanau ethnic group (91.3%). In terms of age, most respondents were 50 years old and above (37%), whereas in terms of occupation, the majority were self-employed (43.5%). However, only 37% of respondents had registered their businesses. Most of the businesses were run less than a year (26.1%), and 45.7% of respondents earned an income of less than RM1,000 a month. All respondents agreed that the course conducted was suitable for their needs.

4.0 PROGRAMME EVALUATION

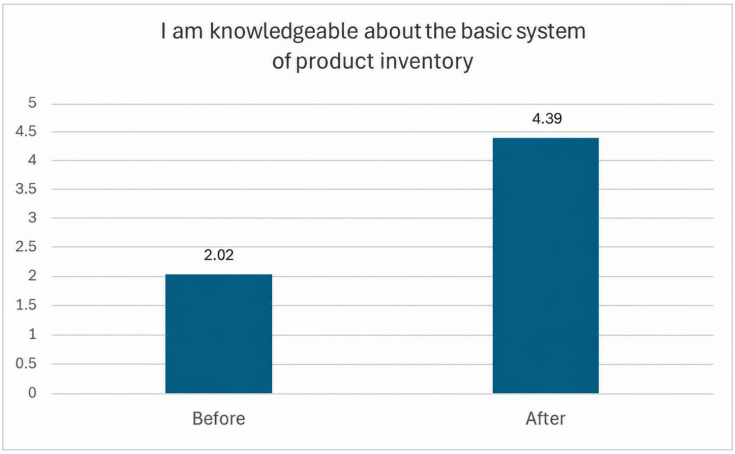
4.1 UNDERSTANDING OF THE LOGISTICS SYSTEM

Feedback data from 46 participants was analysed using the Statistical Package for the Social Sciences (SPSS) software version 26. The evaluation was measured based on the participants' level of understanding of logistics basics, product inventory, potential products, and product branding before and after the workshop was implemented.



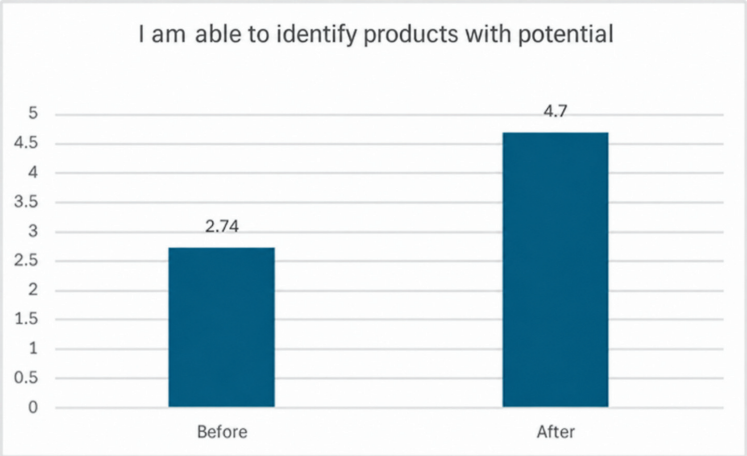
The findings showed that the mean value of understanding regarding logistics before the programme was 2.4 and after the programme was 4.52. This shows a good response from the participants, where understanding increased after this programme. The initial score of 2.4 indicates a moderately low level of understanding, where participants might have only had a basic or general knowledge of logistics. Meanwhile, the score after the workshop of 4.52 indicates that this programme successfully delivered the logistics content effectively, enabling participants not only to understand the theory but also to master the practical applications and strategic importance of logistics in a business operation.

4.2 KNOWLEDGE IN BASIC PRODUCT INVENTORY SYSTEM



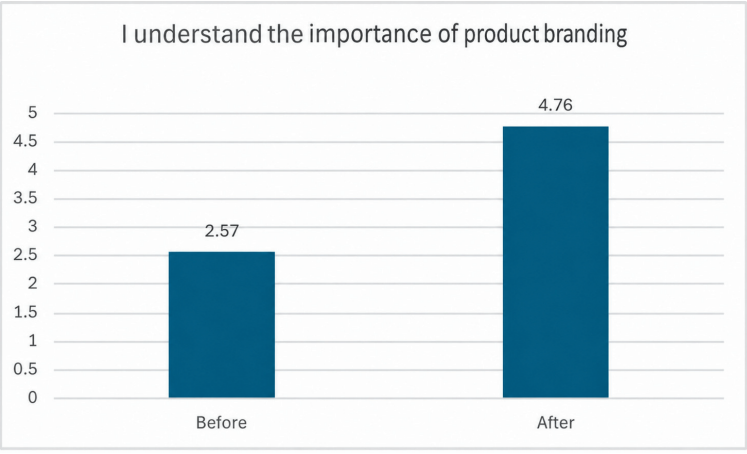
The findings for the participants' level of knowledge in the basic product inventory system showed an increase from 2.02 before joining the workshop to 4.39 after participation. This mean score increase of 2.37 is a significant shift, indicating that this workshop successfully achieved its organisational objectives. The mean score of 2.02 before the workshop signifies that the participants' basic knowledge level regarding the inventory system was initially at a low level. This shows that the majority of participants might not have had a clear understanding or only possessed limited knowledge about how to manage product inventory systematically. The increase in the mean score to 4.39 after the workshop proves that the participants gained an in-depth understanding and solid knowledge related to the topics taught. They are now more proficient in the concepts and applications of basic inventory systems.

4.3 KNOWLEDGE IN IDENTIFYING POTENTIAL PRODUCTS



The findings for the level of identifying potential products showed that the mean value of understanding for potential products before the workshop was 2.74 and increased to 4.7 after the programme. The mean score of 2.74 is at a moderate level, signifying that initially, participants had a general idea about existing products but lacked the skills to identify new products that have high market potential. The increase in the mean score to 4.7 proves that participants have now mastered these skills very well. They are now expected to have the ability to evaluate the market, identify consumer needs, and translate them into viable product ideas.

4.4 UNDERSTANDING THE IMPORTANCE OF PRODUCT BRANDING



The findings for the level of understanding regarding the importance of product branding showed that the mean value of understanding before the workshop was 2.57 and after the workshop surged to 4.76. The pre-workshop score suggests that initially, participants only had a basic awareness of branding but did not fully understand its strategic importance. The score increase to 4.76 indicates a profound transformation in understanding, where participants now clearly understand that branding is the core of business strategy. Participants now understand that a strong brand can differentiate a product in the market, build emotional connections with customers, and command a more premium price.

5.0 RECOMMENDATIONS FOR IMPROVEMENT

Based on the workshop and participant feedback, here are several recommendations for improving the implementation of modules in the future.

5.1 BUSINESS REGISTRATION SEMINAR

A specific session to guide participants through the business registration process with relevant agencies such as the District Office. This directly addresses the problem of 63% of participants who are not yet registered.

5.2 INVOLVEMENT OF INDUSTRY PARTNERS AND SUCCESSFUL ENTREPRENEURS

Besides academic speakers, successful local entrepreneurs or representatives from marketing agencies could be invited to share actual experiences. This can provide inspiration and practical insights regarding challenges and opportunities in the real market. This programme could also involve collaboration with women's cooperatives, local NGOs, or community leaders, considering 67.4% of the entrepreneurs are female.

5.3 FOLLOW-UP AND MONITORING PROGRAMME

A follow-up programme or monitoring session after 3 to 6 months should be established to evaluate the participants' progress in applying the knowledge learnt. This step is crucial to ensure the programme's effectiveness in the long term and provide continuous support, especially to the 26.1% of new entrepreneurs whose businesses are still less than a year old.

This follow-up study could also measure metrics such as the percentage increase in participants' monthly income, the number of businesses successfully registered, and the number of new products successfully launched as a result of the knowledge gained through the programme. This data is highly valuable as an indicator of the community programme's return on investment (ROI), besides helping in planning future interventions more strategically and focus-driven.

6.0 CONCLUSION

This course has successfully increased the participants' level of knowledge and skills in aspects of inventory management, logistics, branding, and potential product development. A total of 46 entrepreneurs from the Tellian area, Mukah, participated in this programme, with the majority being female (67.4%), of the Melanau ethnic group (91.3%), and self-employed (43.5%). The participants' backgrounds indicate an urgent need for such programmes, given that a large portion of their businesses are still unregistered (63%), less than a year old (26.1%), and earning an income below RM1,000 a month (45.7%). Overall, this programme successfully transformed the participants' level of understanding from a basic to a strategic and practical level. The significant increase in mean scores across all modules taught proves the effectiveness of the approach and course content offered. This success is also supported by the feedback from 100% of the participants who agreed that this course met their needs.

Therefore, this programme should be continued and its implementation expanded as one of the capacity-building strategies for rural and local community entrepreneurs in a structured and high-impact manner.





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