

## EMPOWERING UiTM STUDENTS To BECOME FUTURE ENTREPRENEURS



**T**APAH, April 25, 2018. The 'SIFU (STARTUP, INNOVATION, FUTURE and UNDERTAKING) CREATING YOUR JOBS' programme had been successfully organised by The Faculty of Applied Sciences (FSG), UiTM Perak Branch, Tapah Campus.

The participants were enlightened with a talk and sharing session by Dr Maryam Al-Batul Azizuddin, Chief Executive Officer cum Founder of Mary Jardin and Dr Muhammad Al-Athiq Marzuki, Co-Founder of Mary Jardin. Mary Jardin is a brand founded by a medical doctor who specialises in the area of organic natural skin care products and cosmetics. The participants, consisting of the university's staff and students, were also exposed to entrepreneurial skills and marketing strategies shared by these doctors from Mary Jardin. These include setting suitable range of ages, planning goals for business development, understanding customer's target and mastering the importance of friendly customer service. Effective techniques on entertaining customers were also deliberated by the speakers.

This programme has been a good platform to instill entrepreneurial attitudes and behaviours among the students in the effort to produce outstanding graduates who are holistic, balanced and competitive, both locally and globally. This sharing session has also empowered UiTM Diploma in Science students and the staff to become future entrepreneurs.

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Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

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**SITI BASRIYAH SHAIK BAHARUDIN**  
Timbalan Ketua Pustakawan

*nar*

*Setuju.*

*27.1.2023*

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