



Summer Joy Team received RM3,000 for winning the third place in two categories.

UMS team's project wins prizes

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KOTA KINABALU: The Summer Joy Team from Universiti Malaysia Sabah (UMS) has won RM3,000 in cash prizes from two categories under the Impact Digital Entrepreneurship Apprentice @ Ministry of Higher Education (IDEA@KPT) programme in Kuala Lumpur recently.

The team comprised three students from the Faculty of Business, Economics and Accountancy (FPEP), who won the third prize with RM1,500 each

in the Digital Poster Case Study and Digital Business Planning Report categories.

They are Chin Kai Sheng, Chong Kai Xin and Chin Kai Sheng, Chong Kai Xin, as well as their mentor Dr Ang Hong Loong, who is a senior lecturer at the faculty.

The project involved solutions to address the challenges and digital marketing of a food and beverage company in Sandakan.

The Summer Joy Team's

project has resolved issues with the online ordering system by using a third-party software and provided the company with a more systematic ordering system using WhatsApp.

IDEA@KPT provides opportunities to students and small and medium enterprises (SMEs) to improve their knowledge and skills on entrepreneurship as well as enhance their marketing through digital and media social approaches.