



Members of the IMYEC UMS team in a group photograph with Noreen.

UMS team to help local company to expand

BP 28.12.2011 A4

KOTA KINABALU: The 1Malaysia Young Entrepreneurs Challenge (IMYEC) Universiti Malaysia Sabah (UMS) team will be taking local SME Syarikat Heera under its wings and assist in its development.

According to program and team leader Jumatriati Pasaddei, the challenge was between public and higher learning institutes, polytechnics and secondary schools throughout the country.

She disclosed that there were 21 groups from public and private learning institutes, 13 groups from Form Six and 11 groups from polytechnics taking part in the one-year challenge.

Jumatriati who is an UMS student in the Financial Management and Banking program, said this when met after handing over of the 'Syarikat Angkat, Program Transformasi Enterpris Borneo' recognition certificate to Heera's operations director Noreen Anne at her factory in Kompleks Kilang SME Bank in Lok Kawi two days ago.

The team comprising two lecturers and 12

students will be assisting Heera in expanding and improving its operations through better marketing strategies as well as promotion and product research.

Jumatriati said that the team would receive advice and funding from SIFE Malaysia and MITI (Ministry of International Trade and Industry) throughout the one-year program.

Meanwhile Noreen disclosed that Heera produces five local snacks but focuses mainly on two products, the 'kuih cincin' and kuih lidah'.

Heera's products are well received both locally and internationally, she said, adding that they are even exporting to China.

"With the assistance we will be getting from the UMS team, we are hopeful to be able to develop further. We also hope UMS can help introduce more products for Heera," she said.

Noreen also hoped that the UMS team could help invent machinery for Heera so that the company could mass produce its products as sometimes the company has difficulties in meeting demand for the products.