

More than 3,000 already on Coca-Colaku

By JASON GEORGE NST 16.10.2017 4

KOTA KINABALU: More than 3,000 students, entrepreneurs of small and medium entrepreneurs (SMEs) have gone to the Coca-Colaku (Entrepreneurial Community) 2017 to try to expand their business ventures.

The programme by the Ministry of Domestic Trade, Cooperatives and Consumerism (KPDNKK) took place at Universiti Malaysia Sabah (UMS) here from last Saturday.

The two-day programme was the first by the KPDNKK in collaboration with UMS and ERDEC Malaysia's Multi-national Company (MNC) Coca-Cola Malaysia.

UMS Vice-Chancellor Datuk Dr D Kamarudin D Mudin said the programme was aimed at all entrepreneurs or potential entrepreneurs amongst university students in the country to gain training and support for business expansion.

He said the modules that were implemented included starting business methods, storing business records, managing expenses and income, regulating cash flow, branding, and marketing products briefly and comprehensively.

"The Coca-Colaku Program via KPDNKK will provide business training from various basic aspects of business based on Coca-Cola brand business experience, while KPDNKK will help provide participants with an interest in venturing into entrepreneurship.

"The main goal of this entrepreneurial programme is to enable participants to be trained to start their own business, micro or small scales" he said when opening the programme.

His speech was read by the Dean of the Faculty of Business, Economics and Accountancy, Associate Professor Madya Dr Raman Nordin.

Kamarudin said the intention was in line with the wishes and efforts of the Ministry of Higher Education (KPT) to cultivate and produce graduates with an entrepreneurship spirit.

UMS is also planning various entrepreneurship activities in the campus to ensure that UMS graduates are able to understand the true nature of entrepreneurship.

He hopes that the National Blue Ocean Strategy (NBOS) programme continues to be implemented as well as achieving the goal of developing society, increasing income and creating more employment opportunities in the country.

The "Citarasa Bawah Bayu programme is involving 97 SME entrepreneurs was held simultaneously with Coca-Colaku to provide opportunities to participants to promote local products.

Also present were ERDEC Director UMS Dr Bonaventure Boniface, Head of Public Relations and Communications Malaysia, Singapore-Brunei Coca-Cola Bottling Investment Group Finaswani Mohd Zain, deputy director of KPDNKK Geoffrey Gumalang.