PUPUK PROGRAMMES

FREQUENTLY ASKED QUESTIONS

100 Go Digital	PEDAS PERKHIDMATAN eDAGANG SETEMPAT	wekongku	Online Onboarding Coaching Programme E/BOARD	INSKEN BUSINESS TRAINING
MDEC	**MDEC**	**MEDAC-SME CORP**	**INSKEN**	**INSKEN**
2 - 3	**4**	**5**	**6 - 7**	**8 - 10**
pernas JOM UBAH MINDA PENIAGA (JUMP)	go2 BRAND	jp jana' preneur	SSM SURUHANJAYA SYARIKAT MALAYSIA COMPANIES COMMISSION OF MALAYSIA (Agensi di bawah KPDNKK)	BANK NEGARA MALAYSIA CENTRAL BANK OF MALAYSIA E-PAYMENT AWARENESS AND EDUCATION CAMPAIGN
PNS	**MYNIC**	**HRDCORP**	**SSM**	**BNM**
11	**12 - 13**	**14 - 15**	**16 - 17**	**18 - 19**
TM	Shopee	AEON		
TM	**MCMC-SHOPEE**	**MCMC-AEON**		
20 - 21	**22**	**23 - 24**		

100 GO DIGITAL - MDEC

FREQUENTLY ASKED QUESTIONS

1. **What is 100 Go Digital?**

100 Go Digital is an initiative by the Malaysia Digital Economy Corporation (MDEC) to enable SMEs (micro, small and medium-sized enterprises) to go digital.

2. **What is 100 Go Digital Coaching Workshop?**

100 Go Digital Coaching is part of MDEC's continuous efforts to provide handholding support on digitalisation for SMEs. It is a series of coaching workshops helping SMEs level up their businesses via digital coaches, while benefiting from the adoption of digital technologies.

3. **What are the expected outcomes of the 100 Go Digital Coaching Workshops?**

(a) After attending the workshop, businesses are expected to achieve one of these outcomes:
(b) Gain understanding of their business pain points, impacts and benefits of
(c) Embarking on the digitalisation journey.
(d) Able to outline a digital adoption plan or determine digital business goal.
(e) Adopted at least 1 digital solution that enable businesses to
(f) Increase sales / revenue.
(g) Savings in business cost
(h) Reduce process time cycle.
(i) Reduce man/hours.

4. **Who is eligible to participate in the workshop?**

The participants must be a Malaysian company or businesses registered under the relevant law of Malaysia

5. **Who is conducting the 100 Go Digital Coaching Workshop?**

The 100 Go Digital Coaching Workshop will be conducted by multi-disciplinary Digital Coaches (DC) who are the subject matter expertise in various digitalisation areas with proven track record in assisting businesses to embark on their digitalization journey.

6. **How is the 100 Go Digital Coaching workshops being conducted?**

100 Go Digital Coaching will be conducted based on:

(a) Group coaching session, where it will be a one-to-many practical guidance session between Digital Coaches (DC) and the Businesses. This option allows for more businesses coming in together and sharing experiences; and
(b) Private coaching session, where it will be a one-on-one practical guidance session between Digital Coaches (DC) and the Businesses on case-to-case basis.
(c) The Coaching Session will be face-to-face (either online or offline), depending on the DC and Participant.

7. **What are the roles of Participants (Businesses)?**

(a) Looking to embark or enhance their digital adoption journey.
(b) Willing to commit and work with Digital Coaches to transform their business.
(c) Open to receiving feedback and committed to change.
(d) Take responsibility for its business growth and digital adoption.

8. **I am interested in 100 Go Digital Coaching Workshops. How do I access to the list of coaching workshops?**

The list of coaching workshops is will be made available in www.mdec.my/100godigital upon selecting the digitalization areas preferred. You will have to register your interest in the selected coaching workshop

9. **Who should I contact if I have further queries?**

If you have any further queries, kindly call 1800-88-8338/+603-83153000 (if you are calling from outside of Malaysia) or email at clic@mdec.com.my

PeDAS – MDEC

FREQUENTLY ASKED QUESTIONS

1. What is PeDAS?

Perkhidmatan eDagang Setempat (PeDAS) for rural entrepreneurs to do business on eCommerce platform and connect entrepreneurs with various agencies and business partners.

2. What kind of training provided?

(a) Entrepreneurship program
(b) Access to 58 business modules through online learning

3. Business coaching?

(a) Coach for your business development
(b) eCommerce services by industry players

4. Support and services?

(a) To identify the level of readiness of entrepreneurs to embark into the eCommerce business
(b) Connecting entrepreneurs with relevant agencies to help grow the business

WARONGKU – SME CORP

FREQUENTLY ASKED QUESTIONS

1. What is Warongku?

Food delivery solutions. Dedicated to provide the very best of wide variety of foods from all around Malaysia to help hawkers, small traders and entrepreneurs from the informal sector adapt to digital technology and market their products online.

2. What are the program offered?

Training or courses to entrepreneurs who lack technical exposure and digital marketing literacy. The training also aims in providing exposure to the use of this platform.

3. How to be a Merchant in Warongku?

(a) Visit the website https://warongqr.com/new/restaurant/register.
(b) Fill in the required information and details.
(c) Make sure the information and details are accurate.
(d) When done, click the 'Save' button.

4. Who should I contact if I have further queries?

For more information, please visit the website https://www.warongku.my/.

FREQUENTLY ASKED QUESTIONS

1. What is e-Board?

Online onboarding program for entrepreneurs through online platforms such as

(a) Facebook (FB),
(b) Instagram (IG),
(c) WhatsApp (WA),
(d) YouTube (YT),
(e) Telegram,
(f) Lazada,
(g) Shopee,
(h) TikTok

2. What is the objective of the programme?

The program aims to strengthen the ability and capacity of local micro, small and medium entrepreneurs in the use of online platforms to market and sell products and services through intensive training, coaching and handhold for 4 months.

3. Who should participate in the programme?

Open to all entrepreneurs who have products/services to promote

4. What is the duration of the Programme?

(a) Phase 1: Training e-Marketplace 8 Platforms (2 days)
(b) Phase 2: Coaching (3 months)
**Platform selection by participants (only one platform)*
(c) Program Duration: 4 months
(d) Monitoring: 1 year

5. Is the programme free or chargeable?

Small fees applies.

6. How do I sign up for the programme?

Sign up to register for the programme through INSKEN online system.
https://app.evenesis.com/INSKEN/UserLogin
https://www.insken.gov.my/pendaftaran/

7. How do I benefit from the programme?

(a) To gain a thorough understanding on the basic, intermediate and advanced level of the technical knowledge in marketing products/services through the selected online platforms in order to reach wider target market more effectively.
(b) Programme provides intensive technical coaching and handholding by platform experts in utilizing online platforms to market and sell products/services.

Business Training
FREQUENTLY ASKED QUESTIONS

1. What is INSKEN Business Training?

This training program aims to enhance the capability of entrepreneurs by integrating technology with their business. Through this program, participants will acquire pertinent technical know-how from industry practitioners through relevant strategies, techniques and approaches that can be applied directly in their daily business operations. All the topics provided such as:

(a) E-Marketplace

- Pasarkan Produk Anda di e-Market Place (Shopee & Lazada) 101
- E-Marketplace: Shopee (Intermediate)
- E-Marketplace: Lazada 101/201
- E Marketplace: Shopee 101/201
- Pasarkan Produk Anda di e-Market Place Food & Beverages platform (Food Panda & Grab Food) 101

(b) Social Media

- Social Media Marketing: Tik Tok
- Youtube for Sales & Marketing
- LinkedIn for Business
- Whatsapp for Small Business
- Telegram for Business
- Website Development
- Facebook Ads
- Zero Cost Marketing using Facebook
- Onboard your F&B using Online Platform
- Whatsapp for Business 201
- Instastory for Sales & Marketing
- Instagram for Sales & Marketing

(c) Content support

- Digital Poster using PowerPoint

- Digital Poster using Smartphone
- Using Google Tools Set for Digital Marketing
- Copywriting for Sales & Marketing
- Video Making using Smartphone for Beginner
- Conducting Virtual Sales Event
- Expanding Your Business through Dropship, Agent & Stockist
- Boost Your Sales by Branding
- Market Intelligence
- Business English

(d) Others

- Business Plan
- Sales Closing Techniques
- Outbound Inbound Marketing
- Creating Customer Loyalty
- Sales Prospecting
- Creating Unique Selling Proposition
- Product Development
- Menu Engineering
- Business Model Canvas
- Kursus Asas Keusahawanan

2. What is the objective of the programme?

(a) Provide a practical and technical know-how step by step as a guidance to improvements their skills in particular module.
(b) To help entrepreneurs to strengthen their daily business operation.

3. Who should participate in the programme?

Aspiring / existing / scaling up entrepreneurs.

4. What is the duration of the Programme?

2 days online (or physical) session.

5. Is the programme free or chargeable?

Small fees applies.

6. How do I sign up for the programme?

Sign up to register for the programme through INSKEN online system.
(a) https://app.evenesis.com/INSKEN/UserLogin
(b) https://www.insken.gov.my/pendaftaran/

7. How do I benefit from the programme?

(a) Building skills and capacity in various topics, which includes business management, finance, operation, sales and marketing and other learning modules listed.
(b) Entrepreneurs need to perform tasks during the training session to ensure that entrepreneurs can familiarize themselves in producing infographics, videos, copy writing after the training

8. Where do I get more information or support with regards to the programme?

https://www.insken.gov.my/pendaftaran/

JOM UBAH MINDA PENIAGA (JUMP)

FREQUENTLY ASKED QUESTIONS

1. What is PNS Jom Ubah Minda Peniaga (JUMP)?

Trainings aimed at building the capacity and capability of SMEs traders.

2. What is the objective of the programme?

Changing the mindset of micro, small & medium traders through training and marketing on Pybli's online platform in collaboration with Pernas (formerly known as PNS).

3. Who should participate in the programme?

SMEs

4. What is the duration of the Programme?

2 days online session.

5. Is the programme free or chargeable?

Free

6. How do I benefit from the programme?

Improved skills and knowledge on marketing of business products / services online.

.BIZ.MY + GO2 Brand –MYNIC

FREQUENTLY ASKED QUESTIONS

1. What is the .BIZ.MY + GO2 Brand?

.BIZ.MY + GO2 Brand Standard is a digital marketing application that integrates all digital platform under single domain name.

2. What is the objective of the program?

This is an initiative by MYNIC for MSMEs to complete their digital transformation eco-system. The program is offering FREE 20,000 domain names for MSMEs to register by 31 December 2021.

3. Who would be able to register in the program?

.BIZ.MY registration under PRIME is open to all MSMEs registered with SSM (local authority & district office in Sabah & Sarawak)

4. Are there any fees payable for registration?

Each MSME is eligible to apply for one (1) free biz.my for one (1) year throughout the promotion period.
Subsequent 2nd, 3rd, and 4th renewal MSMEs only needs to pay RM90 for 3-years instead of RM240.

5. How do I sign up for the program?

Sign up to register for the program through MYNIC PRIME Portal link as below.
https://prime.mynic.my

6. How do I benefit from the program?

(a) Strengthen MSMEs digital presence on top of existing presence on social media and e-marketplaces
(b) Integrate all digital platforms under single domain name
(c) Increase brand value and trust in the market
(d) Increase market reach by promoting Malaysia MSME together with their brand & product

7. Where do I get more information or support with regards to the program?

For more information, please visit the website https://prime.mynic.my or kindly call local hotline 1300-88-7277 for assistance.

JANA'PRENUER – HRD CORP

FREQUENTLY ASKED QUESTIONS

1. **What is Jana'Prenuer?**

   Jana'Preneur is a dynamic e-commerce platform that caters to the varied needs of businesses while providing an exciting online shopping experience for consumers.

2. **What is the objective of the program?**

   E-Marketplace and Entrepreneurs Development Platform that allows the sellers to generate income for both products and services and next to develop their skills towards becoming successful entrepreneurs.

3. **Who would be able to register in the program?**

   Malaysian entrepreneurs / companies who owns product or services and wish to promote their businesses via e-platform.

4. **Are there any fees payable for registration?**

   No registration fee required to be on boarded, however there will be charges for services such as e-payment or shipping; subject to the rate set by the providers.

5. **How do I sign up for the program?**

   Sign up to register for the program through Jana'Prenuer online system.
   https://www.janapreneur.com.my/register-as-supplier?plan=free

6. How do I benefit from the program?

(a) Main function as B2B platform and offers B2C features plus working link with other e-commerce platforms.
(b) Minimal charges on services based on industry benchmarking.
(c) Categories are not just focusing on products but also services that allow the buyer to customize their item according to their preference.
(d) Sellers' development from early training and coaching, up to advisory to grow the entity to a big and strong-based seller through few collaboration with Jana'Preneur strategic partners.

7. Where do I get more information or support with regards to the program?

For more information please contact janapreneur@hrdcorp.gov.my for further assistance.

SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA
(Agensi di bawah KPDNKK)

SKIM PENDAFTARAN PERNIAGAAN PRIHATIN (SPPP)/ EZBIZ Online – SSM

FREQUENTLY ASKED QUESTIONS

1. What is Skim Pendaftaran Perniagaan Prihatin (SPPP)?

SPPP is a grant scheme for B40 group and Institute of Higher Learnings (IHLs) students to register their business. The applicant will be exempted from all business registration charges (under the Registration of Business Act 1956) should they wish to register their business with the SSM.

2. What are the SPPP offered?

The applicant for SPPP will be exempted from the following fees:

(a) Sole proprietorship (using personal name as stated in the identity card) – RM30 per year;
(b) Sole proprietorship or partnership (the business partner must among the mentioned category only) using a trade name – RM60 per year; and
(c) Business information print-out – RM10.

3. How do I apply for the SPPP?

(a) The applicant shall submit their application through online at ezbiz.ssm.com.my.
(b) The applicant shall sign up as EZBIZ Online user and activate the ID at the nearest SSM office for security purposes.
(c) Supporting documents required such as a copy MyKad, recipient slips for Bantuan Prihatin Nasional/Bantuan Prihatin Rakyat, and student confirmation letter from IHLs to bring along during visit to nearest SSM office.

4. What is EZBIZ Online?

(a) EZBIZ Online is an online business registration platform provided by SSM to allow the user to do new registration, to register changes, and to terminate business.
(b) Alternative way "over-the-counter" transactions which is simple, quick and hassle-free.
(c) Available 24 hours a day, 7 days a week

5. How do I benefit from the program?

(a) Valid operating business under the laws
(b) Accessible to financial assistant and training from government agencies
(c) Building business reliability and confidence among customers
(d) Eligible to apply for a current saving account for business
(e) Eligible for selling/buying transactions and entering into a contract agreement

6. Where do I get more information or support with regards to the SPPP and EZBIZ Online?

For more information please contact 03-7721 4000 or email enquiry@ssm.com.my

BANK NEGARA MALAYSIA
CENTRAL BANK OF MALAYSIA

E-PAYMENT AWARENESS AND EDUCATION CAMPAIGN

FREQUENTLY ASKED QUESTIONS

1. What is E-payment?

E-payment is a method of making payment electronically without using cash or cheque. This includes payment cards (e.g. credit, debit and prepaid cards), e-wallets and online banking (Internet and mobile banking).

2. How can micro entrepreneurs accept e-payment from their customers?

There are various methods for MSMEs to accept e-payment from their customers. These include:

(a) QR code which can be displayed at business premises where customers can use their e-wallet apps to scan the QR code to make the payment for their purchases.
(b) Point-of-sale (POS) terminal which is an electronic terminal that merchants can use to accept payment from their customers via payment cards or e-wallets
(c) Tap-on-phone which is a solution that facilitates merchants to use their Android phones (selected models) to accept payment from their customers via payment cards

The fund will be directly credited into the MSMEs' preferred bank account. As such, there is no need for MSMEs to go and deposit their cash at a Cash Deposit Machine or a bank branch.

3. How can micro entrepreneurs use e-payment to make payments e.g. to suppliers, employee

MSMEs may also use e-payments for their own business, e.g. paying staff salary, suppliers or bills. One of the methods to do this is to use the electronic fund transfer services via internet banking or mobile banking application. Payment records would be made available to allow MSMEs to reconcile their transactions.

4. What does the program offer?

- Information on the benefits of accepting e-payment
- Guidance on how to use e-payment to make payment, e.g. making purchases, paying staff salary, suppliers and bills
- Guidance on how to accept e-payments from customers (e.g. QR code, POS terminal, tap-on-phone) and how to register with payment service providers
- Guidance on how to use e-payments safely (Dos and Don'ts)

5. Who should participate in the programme

MSMEs and Individuals

PROGRAM PUPUK@UNIFI OLEH TM

FREQUENTLY ASKED QUESTIONS

1. What is PUPUK@UNIFI?

The Pupuk@Unifi is a comprehensive micro -SME community targeted program in implementing digital technology in business through internet access, digital solutions, channels and support.

2. What are the offerings under the PUPUK@unifi program?

There are three initiatives provided under PUPUK@Unifi:

(a) Digital technology products & solutions:

- Fixed & mobile broadband
- Digital solutions
- uBC entrepreneur community (unifi Business Club)

(b) Basic digital marketing program through Digital Business Class.

- Physical and online classes
- Comprehensive learning modules.

(c) Handholding for digital solutions and programs for micro -entrepreneurs through Unifi SME channels at every state by:

- SME Unifi Regional Executive
- TM Point
- Biz Rovers

3. Will there be any learning or awareness program for PUPUK@unifi?

Pupuk@Unifi is committed to helping micro -SMEs to leverage on digital technology with educational and awareness programs to support their business continuity.

Jom Bisnes under Pupuk@Unifi is a program that will be organized at selected locations across the country for all micro SMEs. We will share some digital initiatives to help micro entrepreneurs to start their business activities or even to adopt online businesses.

The program will begin by 15 August 2021; either virtually or physically. Further developments on this initiative will be announced on our social media; Instagram - Unifi Business Club or Facebook - SME Biz

Interested micro SMEs can also contact directly with the unifi SME offices at each states.

4. What is Micro Pack?

The Micro Pack is an attractive and great offer targeting micro entrepreneurs or SMEs with 30 Mbps internet speed as low as RM 95.90 monthly subscription which will include digital solutions (digital marketing, instaweb & premium listing) that will in the form a grant up to RM 5,000.

5. What is the objective of Micro Pack?

The objective of the Micro Pack is to assist the target group of MSMEs especially for micro entrepreneurs to perform online business easily by providing basic broadband internet access to help increase the market scale, reduce operating costs and increase sales.

6. Who can enjoy this offer?

The Micro Pack offer is open to any entrepreneurs registered with the Companies Commission of Malaysia.

7. How long is the Micro Pack promotion period?

The promotion period of the Micro Pack starts from 15 August - 31 December 2021

PUPUK@SHOPEE

FREQUENTLY ASKED QUESTIONS

1. **What is PUPUK@SHOPEE?**

   PUPUK@Shopee campaign is a collaboration between Shopee and Malaysian Communications and Multimedia Commission from July to December 2021. You will be receiving Free Shopee Voucher to boost sales for your store.

2. **Who can join the campaign?**

   Eligible sellers are sellers who are approved by MCMC to be part of this campaign

3. **How long can I enjoy these benefits?**

   The benefit provided will be available until 31 December 2021, or until the allocated campaign funds are fully utilised.

4. **Are there any additional charges in joining this campaign?**

   No additional charges applies.

5. **Who should I contact if I have further queries?**

   For more information kindly contact help@support.shopee.com.my or +6032777 9222 anytime from Monday to Sunday, including Public Holidays.

PUPUK@ AEON CAMPAIGN 2021

FREQUENTLY ASKED QUESTIONS

1. **What is Pupuk@AEON?**

   Pupuk@AEON is a program that connects the selected PIK entrepreneurs in promoting their products and services through the AEON platform.

2. **What is the objective of the program?**

   The program aims to increase the income of PIK entrepreneurs who participated in the PIK entrepreneurship-training program with the aim to expand their business.

3. **Who would be able to register in the program?**

   The selected PIK entrepreneurs who participated in PIK entrepreneurship training programs.

4. **Are there any fees payable for registration?**

   No charges for the program. PIK entrepreneurs will be shortlisted and assessed by AEON for their readiness to expand their business in AEON platform.

5. **How do I sign up for the program?**

   Please indicate your interest to the nearest PIK staff who will submit your names to MCMC.

6. **How do I benefit from the program?**

   The PIK entrepreneurs will be provided direct mentoring and guidance from AEON for retails market knowledge.

7. **Where do I get more information or support with regards to the program?**

For more information, please contact via email at pik@mcmc.gov.my for further assistance.