



Want to **grow your business** online?

**Boost your business** unbelievably via Digital Marketing

**Discover new marketing techniques** from basic to advance within 6 Days

[www.mtc.com.my/dmep2021eng](http://www.mtc.com.my/dmep2021eng)

A collaboration with **Universiti Tunku Abdul Rahman (UTAR)**

## Register now! Limited seats!

The Digital Marketing Entrepreneurship Programme (DMEP) - Learning Module English is a training programme specially designed to assist industry members in digital marketing. Learning modules will be provided to Malaysian timber companies who have interest to complement their current marketing activities through digital platform. By learning digital marketing, companies able to reach a wider audience, scale their business further, and generate more revenue. This will help to target the right audience thus, reduce the costs of business's promotion.

For further enquiries and information please contact:  
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ENGAGE CONNECT GROW

Course	Duration / Day	Course Outline
<b>C-SUITE AWARENESS TRAINING (B2C)</b>	0.5 Day	<ul style="list-style-type: none"> <li>• Evolution of E-Commerce</li> <li>• Discover E-Commerce Trend Analysis &amp; The Power of Digital Economy in Malaysia</li> <li>• Building E-Commerce into your Organizational Structure</li> <li>• How to Start an Ecommerce Business from Scratch?</li> <li>• “E-Commerce Team” versus “An online Webstore Team”</li> <li>• Multi-channel Retailing versus Omni-Channel Retailing</li> </ul>
<b>INTERMEDIATE E-COMMERCE TRAINING (B2C)</b>	Day 1	<ul style="list-style-type: none"> <li>• C-Suite Awareness course</li> <li>• Business Architecture and Operation of B2C Platform</li> <li>• Online Store Positioning</li> <li>• B2C platforms in Malaysia: What, Where, Why and How?</li> <li>• Online B2C Business Checklist</li> </ul>
	Day 2	<ul style="list-style-type: none"> <li>• B2C account registration</li> <li>• Keyword analysis</li> <li>• Logistic handling</li> <li>• Product publishing (hands-on)</li> <li>• Social Commerce</li> <li>• Product photography (hands-on)</li> <li>• Photo Editing (hands-on)</li> <li>• Daily management of online stores</li> </ul>
	Day 3	<ul style="list-style-type: none"> <li>• Online Shop Customer Services</li> <li>• Online Shop Impression Index</li> <li>• Customer Relationship Management and Customer Care</li> <li>• Customer Loyalty Management</li> <li>• Customer Auto-Reply</li> </ul> <p><u>Digital Marketing</u></p> <ul style="list-style-type: none"> <li>• Importance and significance of visual marketing</li> <li>• Visual marketing strategy</li> <li>• Marketing Short Video Classification and Content Planning</li> <li>• Short Video Shooting and Editing</li> <li>• O2O / O2O2O Event (Online vs Offline)</li> <li>• QR Code Generation</li> </ul>

<p><b>ELEMENTARY AND PREPARATORY OF B2B E-COMMERCE</b></p>	<p>Day 1</p>	<ul style="list-style-type: none"> <li>• Evolution of B2B E-Commerce</li> <li>• B2B and B2C commerce</li> <li>• The Challenges, Opportunities and Future of B2B E-Commerce in Malaysia</li> <li>• Business Architecture and Operation of B2B Platform</li> <li>• Different Types of B2B Business Model</li> <li>• Factors Selection: B2B eCommerce Platforms</li> <li>• Key Features: Powerful B2B eCommerce Platform</li> <li>• Guidelines: Export from Malaysia to other countries</li> <li>• Keyword analysis</li> <li>• FOB, CRF, CIF</li> <li>• Online Store Front Design</li> <li>• Product publishing (Demo)</li> <li>• Request-For-Quotation and Inquiry</li> </ul>
<p><b>ADVANCED E-COMMERCE TRAINING</b></p>	<p>Day 1</p>	<ul style="list-style-type: none"> <li>• Introduction of Social Marketing</li> <li>• Email Marketing</li> <li>• Channels and Types of Social/Network Marketing</li> <li>• HOW: Multi-Channel Retailing vs Omni-Channel Retailing (Platform)</li> <li>• Facebook Marketing</li> <li>• Facebook Page (hand-on)</li> <li>• Facebook LIVE Broadcast</li> </ul>
	<p>Day 2</p>	<ul style="list-style-type: none"> <li>• Data Analysis</li> <li>• Macro and micro industry-level data analysis</li> <li>• Market segmentation analysis</li> <li>• Store-level data analysis</li> <li>• Sales analysis (before and after)</li> <li>• Product-level data analysis</li> <li>• Customer-segment analysis</li> <li>• Building Product Community/Fans</li> </ul>

**MTC DIGITAL MARKETING ENTREPRENEURSHIP PROGRAMME (DMEP) 2021  
LEARNING MODULE ENGLISH**

**TERMS AND CONDITIONS (T&C)**

**Participation Fee**

1. A Participation Fee of **RM200.00 (Ringgit Malaysia Two Hundred) only per company per person** is payable to participate in this programme.
2. The participation fee includes the following:
  - i. Cost of the Venue
  - ii. Trainers' fees
  - iii. Refreshment (if any)
3. The Applicant Company shall pay the participation fee to MTC latest by **Friday, 10 September 2021**.

**Application to Participate**

4. Application is open to timber-based companies on the following Terms and Conditions (T&C):
  - i. The Applicant Company shall be officially registered and based in Peninsular Malaysia.
  - ii. The Applicant Company shall be a member of any one of the following six (6) Timber Associations:
    - a. Malaysian Furniture Council (MFC)
    - b. Malaysian Panel-Products Manufacturers' Association (MPMA)
    - c. Malaysia Wood Industries Association (MWIA)
    - d. Malaysian Wood Moulding & Joinery Council (MWMJC)
    - e. The Timber Exporters' Association of Malaysia (TEAM)
    - f. Association of Malaysian Bumiputra Timber & Furniture Entrepreneurs (PEKA)

5. Applicant Company's products must be made in Malaysia or finished in Malaysia (if imported parts and components are used). Products' timber content of the completed product must be at least 30% timber by visual inspection and/or by declaration.
6. To be eligible for this incentive, the Applicant Company shall complete and forward by email or electronic file transfer the following documents to reach MTC before or latest by end of business on **Friday, 10 September 2021**:
  - i. Completed E-Application Form at ([www.mtc.com.my/dmep2021eng](http://www.mtc.com.my/dmep2021eng));
  - ii. Signed Terms and Conditions (T&C);
  - iii. Certified true copy by Company Secretary/Chartered Accountants/Company Director of the following documents:
    - Latest Annual Return of Company/Section 68 as per Companies Act 2016;
    - The latest one year of Audited Financial Report;
  - iv. Coloured photos of products and/or company product brochure(s);
  - v. Duly completed Company self-declaration form of comparison between timber vs non-timber material.
  - vi. Proof of payment of the participation fee of RM200.00 per company per person via online transfer to this account:

**Malaysian Timber Council**  
**Public Bank Berhad**  
**3077656422**

### **Financial Incentive**

7. MTC's financial incentive only applies to all timber-based companies or its subsidiaries from their related group of companies that participate in DMEP. As part of MTC's initiative to assist the industry post COVID-19 pandemic, MTC's financial incentive for DMEP will be exempted from MTC Financial Incentive Guidelines (formerly known as MTC Graduation Policy). This special arrangement is only applicable for the year 2021.
8. Approval is subject always to availability of funds.

9. Selection of Applicant Company would be on a first come, first-served basis and other considerations, and is subject to the approval of MTC's Management.
10. Preference shall be given to companies that have not received any previous financial support for participation in similar MTC organised events.
11. Applicant Company would be notified on the status of their application through e-mail provided in the application form.
12. MTC's decision shall be final and MTC reserves the sole right and discretion to accept or reject any application without the need to give any explanation for its decision. If MTC rejects an application, MTC shall refund the participation fees. If the Applicant Company withdraws from participation after its application has been accepted by MTC, all participation fees paid shall be forfeited.

#### **Other Applicable Guidelines**

13. To be eligible for the certificate of completion the Applicant Company must attend and participate in the DMEP 2021 – Learning Module English and this requires for at least 80% in attendance at each of the five (5) training classes.
14. Applicant Company shall abide by all the T&C and any written directions given by MTC from time to time.
15. The invalidity, illegality, or unenforceability of any of the provisions of these T&C shall not affect the validity, legality, and enforceability of the remaining provisions of these T&C.
16. In the event of a breach or threatened breach of any of the foregoing representation and T&C by the Applicant Company, MTC reserves the right at its sole discretion and without any liability, to change, suspend, or discontinue temporarily or permanently, the Incentive to the Applicant Company at any time without any prior or further notice to the Applicant Company.
17. MTC reserves the right to amend the T&C of this Programme at any time without any prior notice.

18. Applicant Company shall be guided by the Frequently Asked Questions (FAQs) as per Appendix 1 attached herein.

### **Force Majeure**

19. MTC shall not be held liable for any delay in the performance or failure to perform its obligations under these T&C due to Force Majeure Events. "Force Majeure Events" shall be defined as any war, terrorism, riot, civil commotion, strike, lock-out, Act of God, fire, storm, flood, sabotage, earthquake, subsidence, infectious disease or by reason of any matter or factor beyond the control of MTC or its counterpart that renders it reasonably or practically impossible from performing its obligations.

### **Indemnification**

20. The Applicant Company agrees to hold harmless, release and indemnify MTC, its officers, representatives, employees and members (the "Indemnified Parties") from and against any and all losses, damages, liabilities, claims, costs and expenses, including legal fees (on a full indemnity basis) and costs of settlement, arising out of, in connection with or due to the Applicant's Company's participation in the Programme, the use of any information or material supplied to MTC, the Applicant Company's withdrawal from the Programme for any reasons whatsoever or any acts and or omissions of the Applicant Company or its staff.

21. Notwithstanding the foregoing, MTC shall not be responsible and shall not be held liable for any loss or damage arising from any delay, failure, interruption or unavailability of the Programme or any failure to transmit or receive or loss of application/registration information or loss of any other data due to network failure, internet failure or any breakdown in telecommunication links.



***MTC reserves the right to reject and decline the application of the Applicant Company in the event that there is a failure to comply with any of the Terms and Conditions or any guidelines or written directions given by MTC.***

***I/We have read these Terms and Conditions stated above and agree to be bound by them.***

.....  
(Authorised Signature & Applicant Company Stamp)

Name of Applicant : .....

Applicant's Designation : .....

Name of Company : .....

Date : .....



**MTC DIGITAL MARKETING ENTREPRENEURSHIP PROGRAMME (DMEP) 2021  
LEARNING MODULE ENGLISH**

**COMPANY SELF-DECLARATION FORM**

**A. COMPANY DETAILS**

1.	Company name:	
2.	Contact person:	
3.	Designation:	
4.	Mobile number:	
5.	Email:	

**B. MATERIAL COMPOSITION DETAILS**

Please complete either one of the tables below based on your main business type - “Manufacturer” or “Trader”.

**1. MANUFACTURER**

1.	Company revenue in year 2020 (RM):	
2.	Best-selling products (three (3) types of products) in year 2021: <i>e.g.: wooden dining set, TV cabinet, lounge sofas, wooden kitchen cabinet, etc.</i> <i>(Note: Please include colour photos of products)</i>	
3.	Cost of material in year 2020 (RM): (Definition of “Material” – raw material used for the actual manufacturing of products, excluding of labour, energy, and other indirect cost.)	

4.	Composition of raw material used in production in year 2020	
i.	Timber material (value in RM):	
ii.	Non-timber material (value in RM):	
5.	Percentage of timber material in production: Calculation = $\frac{\text{Timber material (RM)}}{\text{Cost of material (RM)}} \times 100\%$	%

## 2. TRADER

1.	Company revenue in year 2020 (RM):	
2.	Best-selling products (three (3) types of products) in year 2021: <i>e.g.: wooden dining set, TV cabinet, wooden kitchen cabinet, sawntimber, plywood, wooden engineered flooring, solid wood decking etc.</i> <i>(Note: Please include colour photos of products)</i>	
3.	Composition of revenue in year 2020	
i.	Timber product (value in RM):	
ii.	Non-timber product (value in RM):	
4.	Percentage of timber product: Calculation = $\frac{\text{Timber product (RM)}}{\text{Company revenue (RM)}} \times 100\%$	%

### **C. DECLARATION**

I hereby declare that the information contained herein is true to the best of my knowledge. I am aware that this self-declaration statement is subject to review and verification, and if such information shall be found to be untrue I/Applicant Company may be rejected and excluded from participating in the MTC DMEP 2021 – Learning Module English.

Signature of Applicant:	
Date:	
Company's Stamp:	

## APPENDIX 1

### FREQUENTLY ASKED QUESTIONS (FAQS)

#### 1. Who should attend the training?

The business owners are strongly encouraged to attend the B2C: C – Suite eCommerce Awareness training as the leaders act as advocates for the adoption of e-commerce and do not let it die from lack of attention in the later stage. Those who are going to implement e-commerce for the company, e.g. Manager / Supervisor / IT Personnel / Sales Team / Marketing Team should attend the training series as these sessions provide you the skills to ensure you can implement it successfully.

#### 2. Will I be evaluated by the Programme?

Yes. You will be evaluated from Intermediate to Advanced stage. Details of the evaluation of the four (4) trainings (A to D) in this programme are as follows:

- (A) B2C: C – Suite eCommerce Awareness training** – No assessment
- (B) B2C: Intermediate eCommerce** – Online Assessment
- (C) B2B: Elementary and Preparatory of e-commerce** – Online Assessment
- (D) Advanced eCommerce Training** – Only those who pass (B) and (C) above are eligible to attend (D). Seven days after the training (D), the participants have to submit a new implementation plan or those already implementing e-commerce, will submit an improvement plan.

#### 3. Will I get a certificate by joining this Programme?

You will be awarded certificate jointly issued by MTC and UTAR provided you meet the requirements.

There are two types of certificates for this training programme:

##### **i) Certificate of Completion:**

Participants MUST:

- a) Pass both the online assessment for (B) and (C) with attendance **and**
- b) Achieve minimum of 80% attendance **and**
- c) Pass the implementation plan.

##### **ii) Certificate of Attendance:** For Participants who failed the online assessment(s), but attendance is at more than 90% of the training hours.

**4. What are the passing marks for the online test for training (B) and training (C)?**

The passing mark for the online test is as follows:

- B2C: Intermediate eCommerce – Online assessment passing mark is 70%.
- B2B: Elementary and Preparatory of e-commerce – Online assessment passing mark is 70%.

**5. What if I only pass the online test for “B2C: Intermediate eCommerce”? Can I proceed to session “B2B: Elementary and Preparatory of e-commerce – Online test”?**

Yes, you can. However, you will not be accepted for the training (D), “Advanced eCommerce Training” if you fail the earlier two (B2B & B2C) online tests.

**6. How many attempts do I get for the online test?**

Each participant has **three (3)** attempts for the online test of training (B) and (C) within 48 hours.

**7. Can I refer to the training materials or other references during the online assessment?**

Yes, since this is an open book online assessment, you can refer to any materials during the assessment.

**8. Do I need to bring a laptop to the training?**

Yes, you will be needing a laptop for hands-on activities and check extra reading materials. You need to bring your own laptop to the training.

**9. Can I use my smart phone and/or tablet instead of my laptop for the training?**

It is advisable to use laptop instead of smart phone and/or tablet. Laptop provides better screen view and more functionalities comparable to mobile application.

**10. Is it mandatory to have both laptop and smart phone and/or tablet during the training?**

It would be good to have both laptop and smart phone and/or tablet as both devices have different interface and user experience. However, as long as the participant comes with a laptop, it would be sufficient for the training requirement.

**11. Are there any company details which I need to prepare in advance for the training?**

The participants shall prepare the following for the training:

- An email account for online platform Account Registration.
- A phone number for online platform Account Registration.
- Product Listing (with detail information for each SKUs) in excel format or word format (if available).

**12. Do I need to bring any products when I am attending the training?**

There will be a product photo taking session within the Programme. Participants are encouraged to bring along some products (small and medium size) for that session.

**13. Can we have different Person-In-Charge (PIC) from the same company attending the respective training session since each of us has different job scope and responsibilities?**

No. Digital transformation is a new norm. Understanding the fundamental knowledge and overall mechanism in handling the online business is the basis for a successful digital transformation. This new norm requires a team of dedicated and potential personnel within the company to kick start this new business directive for the company. To kick-start the digital transformation, it is important to have someone in the company leading this initiative.

**14. Which department in the company should lead the eCommerce directive of the company?**

E-Commerce business is a business heavily dependent on the eco-systems. The sales team, operational team and marketing team should work hand-in-hand throughout this digital transformation for the company.

**15. If I am only interested on certain topic(s) of the training session, can I register for the selected session only?**

No. You will need to complete the entire course to obtain the Certification of Completion.

**16. If I have made full payment for the training session, at the end I only manage to attend partial or part only of the training sessions. Can I get refund of the remaining session(s)?**

No refund for those who drop out prior completion. This is a special Programme with minimum charge.

**17. In the event I have urgent meeting or appointment, can I send one of my colleagues to represent me?**

No. Your attendance would not be counted if you did not attend.