

DIGITAL MARKETING ENTREPRENEURSHIP PROGRAMME (DMEP)



LEARNING MODULE BAHASA MALAYSIA

- **Berminat Untuk Mengembangkan Perniagaan Anda Secara Online?**
- **Pelajari Tips Pemasaran Digital Marketing Untuk Gandakan Jualan Anda!**
- **Daftar Sekarang! Tempat Adalah Terhadap!**



Digital Marketing Entrepreneurship Programme (DMEP) – Learning Module Bahasa Malaysia merupakan satu program modul pembelajaran yang dirangka khas khususnya untuk memberi latihan kepada syarikat-syarikat kayu-kayan dan perabot Malaysia yang berminat untuk mengembangkan aktiviti pemasaran mereka secara digital. Dengan mempelajari pemasaran digital, anda dapat memperluaskan perniagaan dengan lebih berkesan bagi menjana lebih banyak pendapatan.

Untuk pertanyaan dan maklumat lanjut, sila hubungi:
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03 - 9281 1999, Ext. 803)

www.mtc.com.my/dmep2021bm





Kursus	Perincian Kursus	Tarikh
Kanvas Model Perniagaan (1 Hari)	<ul style="list-style-type: none"> • Tawaran Nilai • Segmen Pelanggan • Saluran • Hubungan Pelanggan • Sumber Utama • Rakan Utama • Aktiviti Utama • Kos Struktur • Hasil 	17 Sept 2021
Penyuntingan Gambar & Video (1 Hari)	<ul style="list-style-type: none"> • Kesan Iklan Grafik & Video Terhadap Kerjaya (Pentadbiran & Pengurusan) • Teknik Mengambil Gambar & Video Produk Menggunakan Telefon Pintar • Terbitkan & Muat Naik di Youtube & Viralkan di WhatsApp 	18 Sep 2021
Pemasaran Facebook (2 Hari)	<ul style="list-style-type: none"> • Objektif Pemasaran • Reka Bentuk Grafik: Canva • Penulisan Iklan • Halaman Facebook • Iklan di Facebook • Pemilihan Penonton • Capaian Organik vs Capaian Berbayar • Kanvas Facebook • Automasi • Facebook Secara Langsung 	30 Sept – 1 Okt 2021
Penulisan Kandungan (1 Hari)	<ul style="list-style-type: none"> • Pembinaan Kanvas • Asas Penulisan: A.I.D.A • Menulis Isi Kandungan • Menulis Kandungan Kaedah S.T.O.O.O.R.I.G.T • Penulisan Naskhah bagi Meningkatkan Jualan • Menghasilkan Kandungan yang Viral 	2 Okt 2021
Pemasaran Instagram (1 hari)	<ul style="list-style-type: none"> • Objektif Instagram • Perniagaan Instagram • Gambar & Kapsyen • Hashtag • Instagram Secara Langsung • Iklan di Instagram 	7 Okt 2021



Kursus	Perincian Kursus	Tarikh
Pemasaran YouTube (1 Hari)	<ul style="list-style-type: none"> • YouTube vs Video • YouTube SEO di Google • Penjenamaan & Polisi YouTube • Iklan di YouTube • Garis Panduan Pengewangan • Cerita di YouTube 	8 Okt 2021
Pemasaran TikTok (1 Hari)	<ul style="list-style-type: none"> • Gelombang TikTok Sebagai Pemasaran Video Pendek • Penjenamaan Video & Aktiviti Secara Langsung • Membuat Kandungan Video Menggunakan TikTok • Pemilihan Lagu di TikTok • Menyunting Video • Strategi untuk Viral 	9 Okt 2021
Pembangunan Laman Web (2 Hari)	<ul style="list-style-type: none"> • Domain + Hosting • Sistem Pengurusan Kandungan, Templat & Pemasangan • Penyuntingan & Penerbitan • Pemasangan SEO • Kata kunci, SEO & Penulisan Kandungan untuk Penjualan • Gerbang E-dagang & Pembayaran • Pemasaran Web • Halaman Web • Pengurusan Pangkalan Data 	14 Okt – 15 Okt 2021
Pemasaran Google Ads (1 Hari)	<ul style="list-style-type: none"> • Halaman Web • Iklan Google (Carian) • Iklan Google (Paparannya) • Berada di Tempat Pertama di Google • Pengoptimuman Iklan 	28 Okt 2021



Kursus	Perincian Kursus	Tarikh
Pemasaran Shopee (1 Hari)	<ul style="list-style-type: none"> • Shopee Sebagai Tempat Pemasaran! • Memasukkan Produk di Shopee & Menggalakkan Pemasaran Produk • Kedai Shopee • Ciri-Ciri Utama Pusat Penjualan • Program Penghantaran Bersepadu • Iklan Shopee - Mengenalpasti Kata Kunci & Strategi Pengiklanan di Shopee • Kenali 6 Alat Pemasaran Percuma di Shopee untuk Membuat Penjualan • Sertailah Acara Bonus Shopee & Bagaimana Membuat Penghantaran Percuma di Shopee! 	29 Okt 2021
Analisis Data & Pemasaran Database (1 Hari)	<ul style="list-style-type: none"> • Memiliki Set Simpanan Pangkalan Data untuk WhatsApp, Telegram & Laman Web • Menggunakan Semula Pangkalan Data untuk Membuat Pengiklanan • Meningkatkan Jualan 	11 Nov 2021
Pembinaan Team (1 Hari)	<ul style="list-style-type: none"> • Sistem Agen • Sistem Komisyen • Sistem Jualan • Perkhidmatan Sokongan • Petunjuk Prestasi Utama & Pemantauan Jualan Secara Kumpulan 	12 Nov 2021
Penjualan, Pemasaran, Latihan & Bimbingan	<ul style="list-style-type: none"> • Pemasaran vs Jualan • Berhubung, Berkomunikasi & Meyakinkan (Pemasaran Bersepadu) • Pemasaran Visual • Gabungan Pemasaran • Strategi Jualan • Pengurusan Pemasaran • Petunjuk Prestasi Utama & Sasaran 	18 – 19 Nov 2021 25 – 26 Nov 2021 2 – 3 Dis 2021 9 – 10 Dis 2021 16 – 17 Dis 2021 23 – 24 Dis 2021 29 – 30 Dis 2021

Nota: Tarikh yang dinyatakan di atas boleh berubah, bergantung kepada situasi semasa COVID-19 di Malaysia.

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

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 **Wednesday, 15 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 **Wednesday, 15 September 2021**:
 - i. Completed E-Application Form at (www.mtc.com.my/dmep2021bm)
 - ii. Signed Terms and Conditions (T&C)
 - iii. Company Registration Suruhanjaya Syarikat Malaysia (SSM)
 - 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:

Account name: Malaysian Timber Council

Bank: Public Bank Berhad

Account number: 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. Applicant Company shall abide by all the T&C and any written directions given by MTC from time to time.
14. 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.
15. 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.
16. MTC reserves the right to amend the T&C of this Programme at any time without any prior notice.
17. Applicant Company shall be guided by the Frequently Asked Questions (FAQs) as per Appendix 1 attached herein.

Force Majeure

18. 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

19. 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.

20. 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
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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 Bahasa Malaysia.

Signature of Applicant:	
Date:	
Company's Stamp:	

APPENDIX 1

FREQUENTLY ASKED QUESTIONS (FAQS)

1. Who should attend the training?

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 get a certificate by joining this Programme?

You will be awarded certificate issued by MTC provided you meet the requirements. There are two types of certificates for this training programme:

i) Certificate of Completion

Participants MUST:

- a) Achieve minimum of 70% attendance (20 out of 28 days of training classes)
and
- b) Pass the Key Performance Indicator (KPI) assessment(s)

ii) Certificate of Attendance

For Participants who failed the KPI assessment(s) but achieve minimum of 70% attendance (20 out of 28 days of training classes).

3. What are the KPI assessment(s) that we need to achieve in order to get the certificate of completion?

The Participants need to achieve a monthly online sale of RM5,000 or 10 transactions within four months.

4. Do I need to bring a laptop to the training?

Yes, you need to bring your own laptop to the training for hands-on activities and reading the training materials.

5. 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.

6. 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.

7. 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/Attendance.

8. I have made full payment for the training session, and I only manage to attend partial of the training sessions. Can I get refund of the remaining session(s)?

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

9. 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.