



Jabatan Pembangunan Kemahiran
Kementerian Sumber Manusia, Malaysia

NATIONAL COMPETENCY STANDARD
(*STANDARD KOMPETENSI KEBANGSAAN*)

NCS-014:2021

ENTREPRENEURSHIP DEVELOPMENT

PEMBANGUNAN KEUSAHAWANAN

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Department of Skills Development (DSD)
Federal Government Administrative Centre
62530 PUTRAJAYA, MALAYSIA

NATIONAL COMPETENCY STANDARD

ENTREPRENEURSHIP DEVELOPMENT

PEMBANGUNAN KEUSAHAWANAN

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Preface

Standard Definition

The National Occupational Skills Standard (NOSS) is a Standard document that outlines the **minimum** competencies required by a skilled worker working in Malaysia for a particular area and level of occupational, also the path to achieve the competencies. The competencies are based on the needs of employment, according to the career structure for the occupational area and developed by industry experts and skilled workers.

The National Competency Standard (NCS) is a Standard document that outlines the competencies required by a skilled worker in Malaysia.

Description of Standard Components

The document is divided into three (3) components which includes: -

Component I Standard Practice

This component is about the information related to occupational area including introduction to the industry, Standard requirements, occupational structure, levelling of competency, authority and industry requirements as a whole.

Component II Standard Content

This component is a reference to industry employers in assessing and improving the competencies that is required for a skilled worker. The competencies are specific to the occupational area. The component is divided into two (2) section which are the chart (Competency Profile Chart, CPC) and details of the competencies (Competency Profile, CP).

Component III Curriculum of NCS Unit

This component is a reference for the training personnel to identify training requirements, design the curriculum, and develop assessment. The training hours that included in this component is based on the recommendations by the Standard Development Committee (SDC). If there are modifications to the training hours, the Department provides the medium for discussion and consideration for the matter.

Abbreviation

1	AIDCA	Attention, Interest, Desire, Conviction, Action
2	CCM	Companies Commission of Malaysia
3.	CAPEX	Capital Expenditure
4.	COGS	Cost of Goods Sold
5.	DSD	Department of Skills Development
6.	GDP	Gross Domestic Product
7.	IP	Intellectual Property
8.	MDEC	Malaysia Digital Economy Corporation
9.	NEP	National Entrepreneurship Policy
10.	OPEX	Operation Expenditure
11.	4P's	Price, Product, Place & Promotion

Glossary

- 1 Entrepreneur Individuals who take responsibilities and risks to start, develop and develop an enterprise by shaking sources become something that brings wealth and/or universal well-being.
- 2 Entrepreneurial Characterized by the taking of financial risks in the hope of profit; enterprising.
- 3 Entrepreneurship Dynamic process in identifying, creating, evaluating and/or exploiting business opportunity.
- 4 Profit Surplus balance from revenue after deduction of total expenses.
- 5 Revenue Revenue is the total amount of income generated by the sale of goods or services related to the company's primary operations.

List of Figure

1. Figure 1 NEP2030 definition of entrepreneurship, entrepreneur and enterprise in Malaysian context.

Acknowledgement

Director General of Department of Skills Development (DSD) would like to extend his gratitude to the National Skills Development Council (MPKK), Standard Technical Committee (JTS), Standard Technical Evaluation Committee (JTPS), Standard Development Committee (JPS), and organisation and individuals who have been involved directly or indirectly for the contribution, persistence and support in the development of this Standard until it is completed.

The Director General of DSD also would like to expresses his sincere thanks to the support and involvement of the Ministry of Entrepreneur Development & Cooperative, Ministry of Higher Education, Malaysia Digital Economy Corporation (MDEC) and Malaysian Technology Development Corporation (MTDC) as major contributors in developing this Standard successfully.

STANDARD PRACTICE
NATIONAL COMPETENCY STANDARD (NCS) FOR:
ENTREPRENEURSHIP DEVELOPMENT

1. Introduction

1.1 Competency Overview

Entrepreneurs are critical to the economy of any country because they have the ability and initiative to anticipate requirements and bring good new ideas to market. A common definition of entrepreneurs are individuals who start new firms and bear the most of the risks with the aspirations to reap the most of the benefits. The entrepreneur is frequently portrayed as a pioneer, a provider of novel ideas, products, services, and/or business processes.

Entrepreneurship refers to the process of starting a business by the said entrepreneurs. Entrepreneurship that succeeds in taking on the risks of starting a business is rewarded with revenues, fame, and chances for continued expansion. Entrepreneurship that fails results in losses and becoming less prevalence in the markets for those involved.

Entrepreneurship development is the process of strengthening an entrepreneur's knowledge and skills through classroom coaching, seminars, and training. The development process' major goal is to strengthen and expand the pool of abled entrepreneurs. This entrepreneur development method aids new businesses or enterprises in accomplishing their objectives, hence improving business and the economy of the country. Another important aspect of this process is to increase one's ability to manage, develop, and build a firm while keeping the dangers in mind.

In layman's terms, 'entrepreneurship development process' involves assisting entrepreneurs in improving their abilities through training and coaching sessions. The process motivates them to make better decisions and make more informed decisions in all aspects of their business.

According to the Global Entrepreneurship Monitor, both the general understanding and attitude of the public toward entrepreneurship and the government policy in entrepreneurship are key factors for acculturation of entrepreneur in a society. Realising the pressing importance of entrepreneur for expediting the socio-economic development, the Government of Malaysia has launched the National Entrepreneurship Policy 2030 (NEP2030).

The NEP2030 outlines the framework and holistic ecosystem for a planned and structured development of entrepreneur in Malaysia. The following is an excerpt from the document.

“The NEP2030 plan is to achieve its goals by:

- a) Creating a holistic and conducive entrepreneurial ecosystem to support Malaysia's inclusive, balanced and sustainable socio-economic development agenda.
- b) Forming a Malaysian society with an entrepreneurial mind-set and culture.
- c) Increasing the number of quality, viable, resilient, global-minded and competitive national entrepreneurs.

- d) Enhancing the capabilities of micro, small and medium companies and cooperatives.
- e) Making entrepreneurship a career of choice.”

The NEP2030 definition of Entrepreneurship, Entrepreneur and Enterprise that will be adopted in Malaysian context is as shown in **Figure 1**.

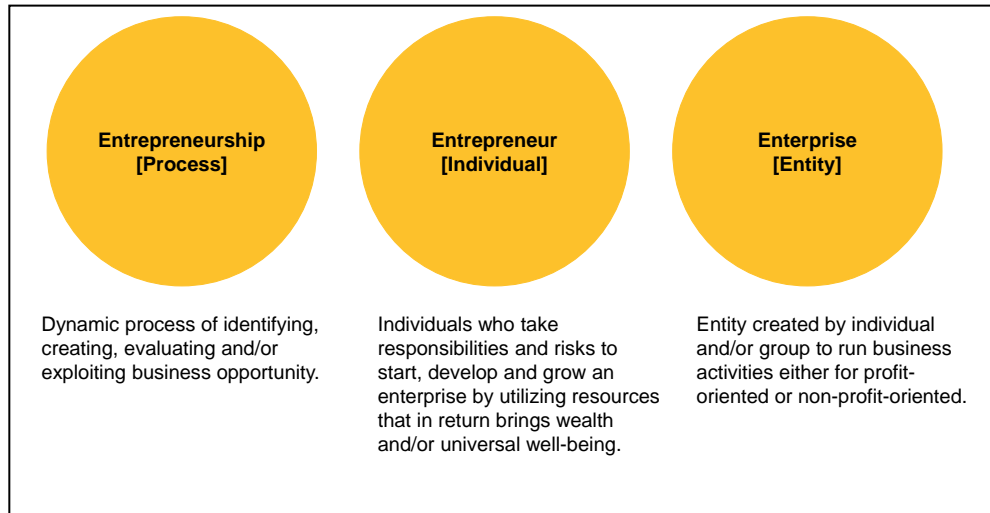


Figure 1: NEP2030 definition of entrepreneurship, entrepreneur and enterprise in Malaysian context. [Source: NEP2030]

1.2 Rationale of NCS Development

Based on NEP2030, the Government is intent to establish a more conducive, inclusive and integrated entrepreneurship ecosystem by the acculturation of entrepreneurship throughout all levels of society, optimisation of the support system including financially, capacity building programmes and investments in innovation, technology and high growth sectors. As such, there is an urgent need for a larger pool of entrepreneurship-related technology skilled personnel and standardised work procedures to ensure the aspirations of NEP2030 are met.

This NCS outlines competency units or job areas in the entrepreneurship working environment as required by the industry and has been developed and documented following extensive collaboration across key Malaysian organisations. To meet the requirements of this industry, it is imperative that the competency units outlined follow a high standard as well as maintenance of consistency throughout the assessment process. This can only be done by stipulating a precise framework in which the assessment of duties and tasks must be conducted. The training and assessment of an entrepreneurship must be deployed in accordance with the policies of the Department of Skills Development (DSD).

NCS Entrepreneurship Development is a combination of knowledge and skills in managing the individual's or companies' operational activities based on the legal guidelines which include planning business structure and registering the company, activities related to sales and marketing strategies, managing activities on resources

and projection of cash flow. Training duration recommended at 5 days to acquire the skills and able to perform based on the competencies.

1.3 Regulatory / Statutory Body Requirements Related to Competency

- a) Company Commission of Malaysia:
Company Act 2016.
- b) Ministry of Domestic Trade and Consumer Affairs:
 - i) Direct Selling and Anti-Pyramid Scheme Act 1993;
 - ii) Consumer Protection (Amendment) Act 2017; and
 - iii) Electronic Commerce Act 2006.
- c) MyIPO:
 - i) Trademark Act 1976;
 - ii) Patents (Amendment) Act 2006;
 - iii) Copyright Act 1987;
 - iv) Industrial Design Act 1996;
 - v) Integrated Circuit Layout Design Act 2000;
 - vi) Geographical Indicators Act 2000; and
 - vii) Malaysian Intellectual Property Corporation Act (Amendment) 2018.
- d) Malaysian Communications and Multimedia Commission:
 - i) Postal Services Act 2012;
 - ii) Strategic Trade Act (STA) 2010;
 - iii) Digital Signature Act 1997; and
 - iv) Personal Data Protection Act 2010.
- e) Malaysia Anti-Corruption Commission:
Malaysia Anti-Corruption Commission Act 2009.
- f) Department of Environment:
Environment Quality Act 1974.

1.4 General Training Pre-Requisite for Malaysian Skills Certification System

No specific pre-requisite and fulfil the requirement to enter NCS as required by DSD.

2. Award of Certificate

The Director General may award Statements of Achievement, to any person upon conforming to the Standards as stipulated under the National Skills Development Act 2006 (Act 652).

3. List of Competencies

The Entrepreneurship Development personnel are competent in performing the following competencies:

- a) Business Start-Up Establishment;
- b) Entrepreneurial Sales and Marketing; and
- c) Entrepreneurial Operation Planning.

4. Work Conditions

Subject to relevant statutory and regulatory requirements and best practices.

5. Organisation Reference for Sources of Additional Information

The following organisations can be referred as sources of additional information which can assist in defining the document's contents.

- a) The Companies Commission of Malaysia (SSM)
Menara SSM @ Sentral
No 7, Jalan Stesen Sentral 5
Kuala Lumpur Sentral
50623 Kuala Lumpur
Tel : 603-7721 4000
Website : <https://www.ssm.com.my>
Email : enquiry@ssm.com.my

- b) Ministry of Entrepreneur Development & Cooperatives (MEDAC)
Blok E4/5, Kompleks Kerajaan Parcel E,
Pusat Pentadbiran Kerajaan Persekutuan,
62688 Putrajaya Malaysia
Tel : 603-8000 8000
Website : <https://www.medac.gov.my>
Email : korporat@medac.gov.my

- c) Malaysia Digital Economy Corporation (MDEC) Sdn Bhd
2360 Persiaran APEC
63000 Cyberjaya
Selangor Darul Ehsan
Tel : 1800888338
Website : <https://www.mdec.my>
Email : clic@mdec.com.my

- d) Malaysian Communications & Multimedia Commission (MCMC)
MCMC Tower 1
Jalan Impact, Cyber 6
63000 Cyberjaya
Selangor Darul Ehsan
Tel : 603-8688 8000
Website : www.mcmc.gov.my
Email : scd@mcmc.gov.my

- e) Intellectual Property Corporation of Malaysia (MyIPO)
Unit 1-7, Aras Bawah, Tower B, Menara UOA Bangsar,
No. 5, Jalan Bangsar Utama 1,
59000 Kuala Lumpur
Tel : 603-2299 8400
Website : <http://www.myipo.gov.my/>
Email : ipmalaysia@myipo.gov.my

- f) Department of Environment
Aras 1 – 4, Podium 2 & 3, Wisma Sumber Asli
No.25, Persiaran Perdana, Precint 4
Pusat Pentadbiran Kerajaan Persekutuan
62574 Putrajaya
Tel : 1-800-88-2727
Website : <https://www.doe.gov.my/>
- g) Malaysian Technology Development Corporation Sdn. Bhd. (MTDC)
Ground Floor, Menara Yayasan Tun Razak, Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia
Tel : 603-2172 6000
Fax : 603-2163 7541
Email : comms@mtdc.com.my
- h) *Majlis Amanah Rakyat (MARA)*
Ibu Pejabat MARA, 21 Jalan Raja Laut
50609 Kuala Lumpur
Tel : 603-2613 2000
Fax : 603-2163 7541
Email : informasi@mara.gov.my
- i) Malaysia External Trade Development Corporation (MATRADE)
Menara MATRADE,
Jalan Sultan Haji Ahmad Shah,
50480 Kuala Lumpur, Malaysia
Tel : 603-62077077
Faks : 603-62037037
Email : info@matrade.goc.my

6. Standard Technical Evaluation Committee

NO	NAME	POSITION & ORGANISATION
CHAIRMAN		
1	Ts. Mohd Aidil Fitri b Ab Razak	Senior Assistant Director Department of Skills Development
EVALUATION PANEL		
1	Muhammad Syukran b Jamil	Head of Entrepreneurship Unit Institut Kemahiran MARA Kuala Lumpur
2	Albert Feisal @ Muhd Feisal bin Ismail	Lecturer, Department of Technopreneurship Universiti Teknikal Malaysia Melaka (UTeM)
3	Dr Mazura binti Mansor	Deputy Director (Academic) Politeknik Sultan Idris Shah, Selangor
4	Mycho Kan Chee Yuen	President Asian Alliance for Advancement S/B Advance Accreditation Authority, Singapore
SECRETARIAT		
1	Mohd Nasri b Mohamed	Skills Development Officer Department of Skills Development

7. Standard Development Committee

ENTREPRENEURSHIP DEVELOPMENT

NO	NAME	POSITION & ORGANISATION
DEVELOPMENT PANEL		
1	Mariatini bt Othman	Senior Vice President Malaysian Technology Development Corporation
2	Prof. Dr. Mohd Hassan b Mohd Osman	Professor of Entrepreneurship & Dean Faculty of Business and Technology, UNITAR International University
3	Prof. Dr. Raja Suzana Raja Kasim	Professor of Entrepreneurship Universiti Malaysia Kelantan
4	Mohd Syahrulnizam b Razali	Deputy Director (Operation) Institut Latihan Perindustrian Mersing & MDEC eUsahawan Subject Matter Expert (SME)
5	Azizee b Aziz	Head of Entrepreneurship Unit Politeknik Tuanku Syed Sirajuddin & MDEC eUsahawan Subject Matter Expert (SME)
6	Mohd Norulhisyam b Hassan	Lecturer Politeknik Melaka & MDEC eUsahawan Subject Matter Expert (SME)
7	Abdul Razak b Abdul Majid	Entrepreneurship Lecturer Kolej Profesional Mara Bandar Penawar & MDEC eUsahawan Subject Matter Expert (SME)
8	Wan Noraini bt Wan Daud	Leadership & Learning Apple Malaysia
9	Dr Ahmad Fadzil b Arif	Chief Technology Officer Applied Business System Sdn Bhd
10	Ts. Mohd Hafez b Abd Rahman	Manager Eizhar Business Solutions
11	Loganathan Alagan	Founder Matroll Solutions
12	Kamaruzaman b Jahidin	Director Powernode Sdn Bhd
FACILITATOR		
1	Dr Norlihawati bt Hajidan	CIAST/PPL/FDS-0286/2016 The Stealth Organisation

STANDARD CONTENT
NATIONAL COMPETENCY STANDARD (NCS) FOR:
ENTREPRENEURSHIP DEVELOPMENT

9. Competency Profile (CP)

NCS TITLE	Entrepreneurship Development
NCS CODE	NCS-014:2021

UNIT TITLE & UNIT CODE	UNIT DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
1 Business Start-Up Establishment NCS-014:2021-U01	<p>Business Start-Up Establishment describes the important of planning business structure and registering the company according to legal requirement in the country.</p> <p>The person who is competent in this unit should be able to plan business structure, perform company registration and open business bank account.</p> <p>The outcome of this unit is entrepreneur are able to perform business start-up establishment and meet work requirement & guidelines according to Company Act 2016.</p>	1. Plan business structure.	1.1 Business ownership identified according to Company Commission of Malaysia (CCM) requirement. 1.2 Business name created in accordance to CCM. 1.3 Business capital recognized based on business needs. 1.4 Business location identified. 1.5 Business team setup based on start-up needs.
		2. Perform company registration.	2.1 Registration form completed in accordance to Business Registration Act 1956. 2.2 Registration fee made based on type of ownership. 2.3 Printed business information and payment receipt acquired.
		3. Open business bank account.	3.1 Bank identified and introducer determined based on bank requirement. 3.2 Type of account selected according to business needs.

UNIT TITLE & UNIT CODE	UNIT DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
			3.3 Minimum amount deposited based on bank requirement. 3.4 Authorized signatory(s) registered according to bank account. 3.5 Online banking registered.
2 Entrepreneurial Sales and Marketing NCS-014:2021-U02	<p>Entrepreneurial Sales and Marketing describes the competency related to business strategies and the application of sales & marketing tools to desired requirement.</p> <p>The person who is competent in this unit should be able to analyse market trend, develop Price, Product, Place and Promotion (4P's) strategy, manage marketing activities, perform sale activities and measure sale performance.</p> <p>The outcomes of this unit is entrepreneur are able to perform in accordance to work requirement and specifications to meet plan & strategies.</p>	<p>1. Analyse market trend.</p> <p>2. Develop 4P's strategy.</p>	<p>1.1 Survey questions written according to survey question format. 1.2 Community engaged through survey. 1.3 Survey information gathered according to Standard Operating Procedure (SOP). 1.4 Online market trending tools used. 1.5 Offline and online finding compared against market trend.</p> <p>2.1 Business product/service selected based on market survey. 2.2 Product/service price determined according to consumer preferences. 2.3 Business place determined based on survey. 2.4 Promotion strategy selected. 2.5 Marketing platform determined in accordance to specific product/service.</p>

UNIT TITLE & UNIT CODE	UNIT DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
		3. Manage marketing activities.	3.1 Market segmentation obtained. 3.2 Business coverage area and marketing budget prepared. 3.3 Product/service branding implemented according to IP rules. 3.4 Product/service copywriting obtained according to SOP. 3.5 Product/service advertisement creative content created. 3.6 Product/service advertisement published according to types of marketing platform.
		4. Perform sale activities.	4.1 Sale hunting and prospect performed based on sale activities. 4.2 Product/service sales conducted. 4.3 Product packaging handled based on sale activities. 4.4 Customer payment received according to sales. 4.5 Product/service delivery/postage carried out and verified.
		5 Measure sale performance.	5.1 Total revenue and total cost calculated according to accounting format. 5.2 Profit/loss obtained in accordance to calculated formula. 5.3 Sales performance computed based on profit/loss.

UNIT TITLE & UNIT CODE	UNIT DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
3 Entrepreneurial Operation Planning NCS-014:2021-U03	<p>Entrepreneurial Operation Planning describes the competency of managing resources and projecting cash flow for business with accuracy and reliability.</p> <p>The person who is competent in this unit should be able to plan resource management and prepare cash flow projection.</p> <p>The outcomes of this unit is entrepreneur are able to apply business resources consciously as planned and meet projection planning.</p>	1. Plan resource management. 2. Prepare cash flow projection.	1.1 Financial resources identified based on operation needs. 1.2 Manpower determined according to operation needs. 1.3 Operation methods outlined in accordance to business needs. 1.4 Operation requirements organized. 2.1 Projected sale and expenses determined according to cash flow format. 2.2 Cash flow position calculated based on correct template. 2.3 Sales strategies adjusted based on cash flow position.

CURRICULUM OF COMPETENCY UNIT
NATIONAL COMPETENCY STANDARD (NCS) FOR:
ENTREPRENEURSHIP DEVELOPMENT

10. Curriculum of NCS Unit

10.1. Business Start-Up Establishment

NCS TITLE	Entrepreneurship Development
UNIT TITLE	Business Start-Up Establishment
LEARNING OUTCOMES	<p>The outcome of this unit is entrepreneur are able to perform business start-up establishment and meet work requirement & guidelines according to Company Act 2016.</p> <p>Upon completion of this unit, trainees should be able to:-</p> <ol style="list-style-type: none"> 1. Plan Business Structure. 2. Perform company registration. 3. Open business bank account.
TRAINING PRE-REQUISITE (SPECIFIC)	Not Applicable
UNIT CODE	NCS-014:2021-U01

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Plan Business Structure.	1.1 Types of ownership <ul style="list-style-type: none"> • Sole trader • Partnership • Private limited • Limited • Limited liability partnership • Advantages and 	1.1 Identify business ownership. 1.2 Create business name. 1.3 Recognize business capital. 1.4 Identify business location. 1.5 Setup business team.	<u>ATTITUDE</u> 1.1 Maintain integrity at all times. 1.2 Creative in naming the company. <u>SAFETY</u> Not available <u>ENVIRONMENT</u> Not available	1.1 Types of ownership interpreted and identified. 1.2 CCM guidelines are listed. 1.3 Business name created creatively. 1.4 Business capital listed and recognized. 1.5 Business location identified. 1.6 Business team setup with integrity. 1.7 Requirement for business licensing and company administration interpreted.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>disadvantages of each type</p> <p>1.2 Company Commission of Malaysia (CCM) guidelines</p> <ul style="list-style-type: none"> • New Business Registration • Renewal of Business Registration • Application for a Business Name • Changes in Business Particular • Termination of Business • Responsibilities of Owners and Business Partners <p>1.3 Introduction to business capital</p> <ul style="list-style-type: none"> • Types • Sources <p>1.4 Requirement for premises licensing.</p>			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Relevant Acts • Local government • Regulatory body 1.5 Company administration. <ul style="list-style-type: none"> • Organization chart. • Job title. • Green Technology. 			
2. Perform company registration.	2.1 Business Registration Procedures and Requirements 2.2 Business structure <ul style="list-style-type: none"> • Ownership • Liability • Accounting • Shareholder • Laws. 2.3 Business supporting documents <ul style="list-style-type: none"> • Permit • License 	2.1 Complete registration form. 2.2 Make registration fee. 2.3 Print business information and receipt.	<u>ATTITUDE</u> 2.1 Meticulous in filling the form. 2.2 Maintain confidentiality and integrity at all times. 2.3 Ensure professionalism at all times. <u>SAFETY</u> Not available <u>ENVIRONMENT</u> Not available	2.1 Business registration procedures and requirements listed. 2.2 Business structure and supporting documents interpreted. 2.3 Registration form completed meticulously. 2.4 Business registration fee and payment procedures interpreted and made. 2.5 Business information and receipt printed.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Supporting letter 2.4 Partnership agreement 2.5 Business registration fee and payment procedure.			
3. Open business bank account.	3.1 Types of bank <ul style="list-style-type: none"> • Commercial • Development • Corporative 3.2 Types of bank account <ul style="list-style-type: none"> • Islamic • Conventional • Saving • Current 3.3 Bank account registration. <ul style="list-style-type: none"> • Procedures • Introducer • Deposit • Online banking 	3.1 Identify bank and determine introducer. 3.2 Select type of account. 3.3 Deposit minimum amount 3.4 Register authorized signatory(s). 3.5 Register online banking.	<u>ATTITUDE</u> 3.1 Maintain confidentiality at all time. 3.2 Open minded toward available option. <u>SAFETY</u> 3.1 Cautious against theft and fraud during banking transaction. <u>ENVIRONMENT</u> Not available	3.1 Types of bank and bank account interpreted. 3.2 Bank account registration listed. 3.3 Bank identified and introducer determined. 3.4 Type of account selected. 3.5 Minimum amount deposited safely. 3.6 Authorized signatory(s) registered. 3.7 Online banking registered cautiously. 3.8 Confidentiality maintained at all time.

References for Learning Material Development

- 1 Wan Nong Muzafar 2016. Kuasai Perniagaan Internet Siri 1 5th Edition. Shah Alam Selangor. Group Buku Karangraf. ISBN 978-967-86-0649-3.
- 2 Wan Nong Muzafar 2016. Kuasai Formula Perniagaan 1st Edition. Shah Alam Selangor. Group Buku Karangraf. ISBN 978-967-86-0727-8
- 3 <https://www.go-ecommerce.my/> [24.11.2020: 8.20PM]
- 4 <https://www.ssm.com.my/Pages/Home.aspx> [01.12.2020: 8.20PM]
- 5 <https://www.nbc.com.my/blog/open-company-bank-account-malaysia> [22.12.2020:1245PM]
- 6 <https://byjus.com/commerce/entrepreneurship-development-process> [22.12.2020:1255PM]

10.2. Entrepreneurial Sales and Marketing

NCS TITLE	Entrepreneurship Development
UNIT TITLE	Entrepreneurial Sales and Marketing
LEARNING OUTCOMES	<p>The outcome of this unit is entrepreneur are able to perform in accordance to work requirement and specifications to meet plan & strategies.</p> <p>Upon completion of this unit, trainees should be able to:-</p> <ol style="list-style-type: none"> 1. Analyse market trend. 2. Develop 4P's strategy. 3. Manage marketing activities. 4. Perform sale activities. 5. Measure sale performance.
TRAINING PRE-REQUISITE (SPECIFIC)	Not Applicable
UNIT CODE	NCS-014:2021-U02

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Analyse market trend.	1.1 Market Research techniques. <ul style="list-style-type: none"> • Survey • Focus group • Observation • Concept testing • Interview • Comparative analysis 1.2 Types of survey	1.1 Write survey questions. 1.2 Engage community through survey. 1.3 Gather survey information. 1.4 Use online market trending tools. 1.5 Compare offline and online finding. 1.6 Acquire market trend.	<u>ATTITUDE</u> 1.1 Respectful and use proper words. 1.2 Exhibit empathy and patience in communication 1.3 Meticulous and structured in preparing survey questions.	1.1 Market Research techniques listed. 1.2 Types of survey and survey question interpreted. 1.3 Survey questions written properly. 1.4 Community engaged through survey. 1.5 Survey information gathered safely. 1.6 Online market trending tools used.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Online • Offline 1.3 Types of survey questions. <ul style="list-style-type: none"> • Multiple choice • Binary choice • Short answer 1.4 Types of communication. <ul style="list-style-type: none"> • Verbal • Non-verbal 1.5 Overview of online trending tools. 1.6 Overview of market trend analysing tool.		<u>SAFETY</u> 1.1 Observe surrounding during offline survey. 1.2 Maintain confidentiality during online survey. <u>ENVIRONMENT</u> Not available	1.7 Confidentiality maintained and surrounding observed during survey. 1.8 Offline and online finding compared. 1.9 Market trend is acquired.
2. Develop 4P's strategy.	2.1 Business product/service selection. 2.2 Product/service pricing. 2.3 Business location <ul style="list-style-type: none"> • Proximity to the market • Rent/utility cost 	2.1 Select business product/service. 2.2 Determine product/service price. 2.3 Determine business place. 2.4 Select promotion strategy. 2.5 Determine marketing platform.	<u>ATTITUDE</u> 2.1 Effective decision-making 2.2 Courtesy and respect during promotion and marketing. <u>SAFETY</u> Not available	2.1 Business product/service interpreted and selected. 2.2 Cost management and marketing strategies listed 2.3 Product/service price listed and determined effectively. 2.4 Business place identified and determined. 2.5 Promotion strategy selected. 2.6 Marketing platform determined.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Demographic • Infrastructure and Accessibility • Distribution network • Competition 2.4 Promotion and marketing. <ul style="list-style-type: none"> • Traditional • Digital 2.5 Product/service pricing <ul style="list-style-type: none"> • CAPEX • OPEX • COGS 2.6 Types of marketing strategies <ul style="list-style-type: none"> • Online platform • Offline platform 		<u>ENVIRONMENT</u> Not available	
3. Manage marketing activities.	3.1 Market/customer segmentation <ul style="list-style-type: none"> • Demographic • Geo-location 	3.1 Obtain market segmentation. 3.2 Prepare business coverage area and marketing budget.	<u>ATTITUDE</u> 3.1 Ethical in conduct 3.2 Courtesy and respectful	3.1 Market segmentation interpreted and obtained. 3.2 Business coverage area and marketing budget prepared. 3.3 USP and IP listed.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Behavioural • Socio-graphics • Psycho-graphics <p>3.2 Unique Selling Point (USP)</p> <ul style="list-style-type: none"> • Feature • Advantage • Benefit • Evidence • FABE Formula <p>3.3 Types of Marketing channels</p> <ul style="list-style-type: none"> • Producer • Wholesale • Retailer • Agent/stockist • Drop ship <p>3.4 Marketing cost plan</p> <p>3.5 Introduction to branding</p> <ul style="list-style-type: none"> • Branding structures 	<p>3.3 Implement product/service branding.</p> <p>3.4 Obtain product/service copywriting.</p> <p>3.5 Create product/service advertisement creative content.</p> <p>3.6 Publish product/service advertisement.</p>	<p><u>SAFETY</u></p> <p>3.1 Cautious of potential risks</p> <p>3.2 Cautious against cyber fraud.</p> <p>3.3 Anti-virus protection in devices used.</p> <p><u>ENVIRONMENT</u></p> <p>Not available</p>	<p>3.4 Product/service branding interpreted and implemented.</p> <p>3.5 Product/service copywriting interpreted and obtained.</p> <p>3.6 Product/service advertisement creative content listed and created.</p> <p>3.7 Product/service advertisement interpreted and published ethically.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Branding process 3.6 Intellectual Property (IP) 3.7 Types of IP <ul style="list-style-type: none"> • Trademark • Copyright • Pattern • Industrial design • IC Design • Geographical indication. 3.8 Fundamental of copywriting <ul style="list-style-type: none"> • Importance of copywriting • Copywriting elements • AIDCA formula 3.9 Types of copywriting <ul style="list-style-type: none"> • Teaser • Soft-sell • Hard-sell 3.10 Types of creative content 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Social media post • Video • Info graphic • Newsletter • eBook <p>3.11 Fundamental of creative content tools</p> <ul style="list-style-type: none"> • Design • Photography • Videography <p>3.12 Social media advertising</p> <ul style="list-style-type: none"> • Natural (free) • Paid 			
<p>4. Perform sale activities.</p>	<p>4.1 Types of paid advertisement.</p> <ul style="list-style-type: none"> • Social media • Conventional <p>4.2 Online/offline customer handling</p> <ul style="list-style-type: none"> • Communication • Negotiation • Contract Law 	<p>4.1 Perform sale hunting and prospect.</p> <p>4.2 Conduct product/service sales.</p> <p>4.3 Handle product packaging.</p> <p>4.4 Receive customer payment.</p> <p>4.5 Carry out and verify product/service delivery/postage.</p>	<p><u>ATTITUDE</u></p> <p>4.1 Ethical in conduct.</p> <p>4.2 Professionalism at all times.</p> <p>4.3 Courtesy and respectful.</p> <p><u>SAFETY</u></p> <p>4.1 Cautious against cyber fraud</p> <p>4.2 Cautious of risks</p>	<p>4.1 Types of paid advertisement explained.</p> <p>4.2 Sale hunting and prospect performed.</p> <p>4.3 Product packaging interpreted and handled ethically</p> <p>4.4 Product/service sales conducted.</p> <p>4.5 Customer payment listed and received.</p> <p>4.6 Courier/delivery services interpreted.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	4.3 Product packaging <ul style="list-style-type: none"> • Packaging types • Advantages and disadvantages type • Packaging safety • Labelling requirements • Packaging design 4.4 Product packing process 4.5 Types of payments <ul style="list-style-type: none"> • Payment process • Payment verification. 4.6 Courier/delivery service in Malaysia. 4.7 Courier/delivery Services account. <ul style="list-style-type: none"> • Signup • Advantages 		4.3 Anti-virus protection in devices used. <u>ENVIRONMENT</u> Not available	4.7 Product/service is handled and verified

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Disadvantages 4.8 Delivery tracking system			
5. Measure sale performance.	5.1 Cash flow statement <ul style="list-style-type: none"> • Accounts Payable • Accounts Receivable • Net Cash 5.2 Types of expenses <ul style="list-style-type: none"> • Fixed • Recurring • Non recurring 5.3 Types of revenue <ul style="list-style-type: none"> • Sale • Dividends • Interest • Rent 5.4 Profit and loss <ul style="list-style-type: none"> • Gross Profit/Loss 	5.1 Calculate total revenue and total cost. 5.2 Obtain profit/loss. 5.3 Compute sales performance.	<u>ATTITUDE</u> 5.1 Meticulous in analysing financial statement 5.2 Maintain confidentiality at all time. 5.3 High integrity and fine work ethics <u>SAFETY</u> Not available <u>ENVIRONMENT</u> Not available	5.1 Types of transaction documents interpreted. 5.2 Total revenue and total cost listed and calculated meticulously. 5.3 Types of expenses and revenue listed 5.4 Profit/loss listed and obtained. 5.5 Sales performance computed with high integrity.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Net Profit/Loss 5.5 Types of transaction documents <ul style="list-style-type: none"> • Invoice • Receipt • Payment voucher 			

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- 4 Wan Nong Muzafar 2016. Kuasai Formula Perniagaan 1st Edition. Shah Alam Selangor. Group Buku Karang kraf. ISBN 978-967-86-0727-8
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- 10 <https://fiscalfitnessphx.com/know-your-expenses-know-your-budget-four-types-of-expenses-and-how-to-plan-for-and-cut-them/> [02.12.2020: 8.30PM]
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10.3. Entrepreneurial Operation Planning

NCS TITLE	Entrepreneurship Development
UNIT TITLE	Entrepreneurial Operation Planning
LEARNING OUTCOMES	<p>The outcome of this unit is entrepreneur are able to apply business resources consciously as planned and meet projection planning.</p> <p>Upon completion of this unit, trainees should be able to:-</p> <ol style="list-style-type: none"> 1. Plan resource management. 2. Prepare cash flow projection.
TRAINING PRE-REQUISITE (SPECIFIC)	Not Applicable
UNIT CODE	NCS-014:2021-U03

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Plan resource management.	1.1 Source of business financing. <ul style="list-style-type: none"> • Personal saving • Venture capital • Bank loan • Angel investor • Government grant 1.2 Business structure	1.1 Identify financial resources. 1.2 Determine manpower requirements. 1.3 Outline operation methods. 1.4 Organize operation requirements.	<u>ATTITUDE</u> 1.1 Professionalism at all times. 1.2 High integrity and fine work ethics. <u>SAFETY</u> 1.1 Caution in installation and operation of machine. <u>ENVIRONMENT</u> Not available	1.1 Financial resources listed and identified. 1.2 Manpower requirements interpreted and determined. 1.3 Operation methods outlined with high integrity. 1.4 Operation management requirements interpreted and organized professionally.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Job scope • responsibility 1.3 Human resource and manpower <ul style="list-style-type: none"> • Emolument • Allowance • EPF • SOCSO • Income Tax • <i>Zakat</i> • Leave • Employer responsibility • Employee responsibility • Employment Act 1955 1.4 Introduction to business operation management <ul style="list-style-type: none"> • Machine capacity planning • Material usage planning 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Introduction to inventory planning 			
<p>2. Prepare cash flow projection.</p>	<p>2.1 Projection sales. 2.2 Projection expenses. 2.3 Cash flow. 2.4 Sales strategies.</p> <ul style="list-style-type: none"> • Product knowledge • Understand customer • Price competitively • Customer referral 	<p>2.1 Determine projection sale and expenses. 2.2 Calculate cash flow position. 2.3 Adjust sales strategies.</p>	<p><u>ATTITUDE</u> 2.1 Meticulous in analysing financial statement 2.2 High integrity and fine work ethics.</p> <p><u>SAFETY</u> Not available</p> <p><u>ENVIRONMENT</u> Not available</p>	<p>2.1 Projection sale and expenses listed and determined. 2.2 Cash flow position interpreted and calculated meticulously. 2.3 Sales strategies listed and adjusted with high integrity.</p>

References for Learning Material Development

- 1 Wan Nong Muzafar 2018. Kuasai Perniagaan Internet Siri 3 1st Edition. Shah Alam Selangor. Group Buku Karang kraf. ISBN 978-967-86-0830-5
- 2 Wan Nong Muzafar 2016. Kuasai Formula Perniagaan 1st Edition. Shah Alam Selangor. Group Buku Karang kraf. ISBN 978-967-86-0727-8
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- 4 <https://retailminded.com/4-reasons-why-product-packaging-is-important/#.X7uyVGgzbiU>. [23.11.2020: 09.40PM].
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11. Delivery Mode

The following are the **recommended** training delivery modes: -

KNOWLEDGE	SKILL
<ol style="list-style-type: none"> 1. Lecture 2. Group discussion 3. E-learning, self-paced 4. E-learning, facilitated 5. Case study or Problem based learning (PBL) 6. Self-paced learning, non-electronic 7. One-on-one tutorial 8. Shop talk 9. Seminar 	<ol style="list-style-type: none"> 10. Demonstration 11. Simulation 12. Project 13. Scenario based training (SBT) 14. Role play 15. Coaching 16. Observation 17. Mentoring

Skills training and skills assessment of trainees should be implemented in accordance with TEM requirements and actual situation.

1. Tools, Equipment and Materials (TEM)

ENTREPRENEURSHIP DEVELOPMENT

UNIT	UNIT CODE	COMPETENCY UNIT TITLE
U01	NCS-014:2021-U01	Business Start-Up Establishment
U02	NCS-014:2021-U02	Entrepreneurial Sales and Marketing
U03	NCS-014:2021-U03	Entrepreneurial Operation Planning

* Items listed refer to TEM's **minimum requirement** for skills delivery only.

NO.	ITEM*	RATIO (TEM: Trainees or AR = As Required)		
		U01	U02	U03
A. Tools				
1	Stationery	1:1	1:1	1:1
2	Internet Connection	1:25	1:25	1:25
B. Equipment				
1	Computer	1:5	1:5	1:5
2	Printer	1:25	1:25	1:25
C. Materials				
1	Company Registration Form	1:1		
2	Bank Account Opening Application Form	1:1		

2. Competency Weightage

The following table shows the percentage of training priorities based on consensus made by the Standard Development Committee (SDC).

ENTREPRENEURSHIP DEVELOPMENT

UNIT CODE	UNIT TITLE	UNIT WEIGHTAGE	WORK ACTIVITIES	WORK ACTIVITIES WEIGHTAGE
NCS-014:2021-U01	Business Start-Up Establishment	10%	1. Plan Business Structure.	40%
			2. Perform company registration.	40%
			3. Open business bank account.	20%
NCS-014:2021-U02	Entrepreneurial Sales and Marketing	60%	1. Analyse market trend.	15%
			2. Develop 4P's strategy.	15%
			3. Manage marketing activities.	30%
			4. Perform sale activities.	30%
			5. Measure sale performance.	10%
NCS-014:2021-U03	Entrepreneurial Operation Planning	30%	1. Plan resource management.	70%
			2. Prepare cash flow projection.	30%
JUMLAH PERATUS (UNIT KOMPETENSI)		100%		