

WOMEN IN ECONOMY CONFERENCE  
RETHINKING ENTREPRENEURSHIP FOR TODAY'S WOMEN.

# MY JOURNEY AS AN ENTREPRENEUR



YEAR 2011 :

-SET UP AN ENTERPRISE COMPANY  
(SGN SALES ENTERPRISE)

Nature of the Business :  
TRADING AND DISTRIBUTION  
OF ORGANIC PRODUCT.



YEAR 2015 :

RESEARCH AND DEVELOPMENT FOR COCONUT  
WATER IN A POWDERED FORM.  
(INSTANT COCONUT WATER DRINK)

**RESEARCH  
& DEVELOPMENT**



YEAR 2016 :  
UPGRADED THE COMPANY FROM  
AN ENTERPRISE COMPANY TO A  
SDN BHD COMPANY.

SG SALES SERVICE SDN BHD





# SG SALES SERVICE SDN BHD

HEADQUARTERS AND SALES OFFICE

PENANG



YEAR 2016 :

FULL MANUFACTURING FOR THE PRODUCT WAS DONE BY  
COLLABORATING WITH TECHNOLOGY PARK MALAYSIA SDN BHD IN  
RAUB, PAHANG.

OBTAINED ALL RELEVANT CERTIFICATION FOR THE PRODUCT  
SUCH AS HALAL,GMP,HACCP,ISO,MESTI AND USFDA.

Spray Dry Machine  
40kg/hour



Capsule Filling  
Machine  
(15,000 pieces/hour)



Mixer  
(125kg  
/batch)



## Machine & Usage

Sachet Machine  
(1200 sachets  
/hour)



Two-Dimensional Mixer  
(400kg/batch)



Capsule and bottling  
Machine (1000 bottles/hour)





YEAR 2017 ONWARDS :  
STARTED TO PROMOTE AND SELL THE  
PRODUCT TO LOCAL AND INTERNATIONAL  
MARKET SUCH AS SOUTH KOREA,  
SINGAPORE, THAILAND, CHINA, USA AND  
MIDDLE EAST.



# Our Tender Coconut Water Liquid and Powder



1kg per Pouch



12 sachets in a Box



240ml per Can



50kgs per Drum




330ml per Bottle



## MAJOR CHALLENGES

- a) Uncertainty about the future - Fear of Failure.
- c) Risk Taker: Lack in Confident and Self Belief - Decision Making.
- d) Finance Management.
- e) Monitoring Business Performance.
- d) Balance between work and family life.
- e) Diversion in business focus.
- f) Client Dependency: Do not depend on one customer and should diversify client base.



CHALLENGES

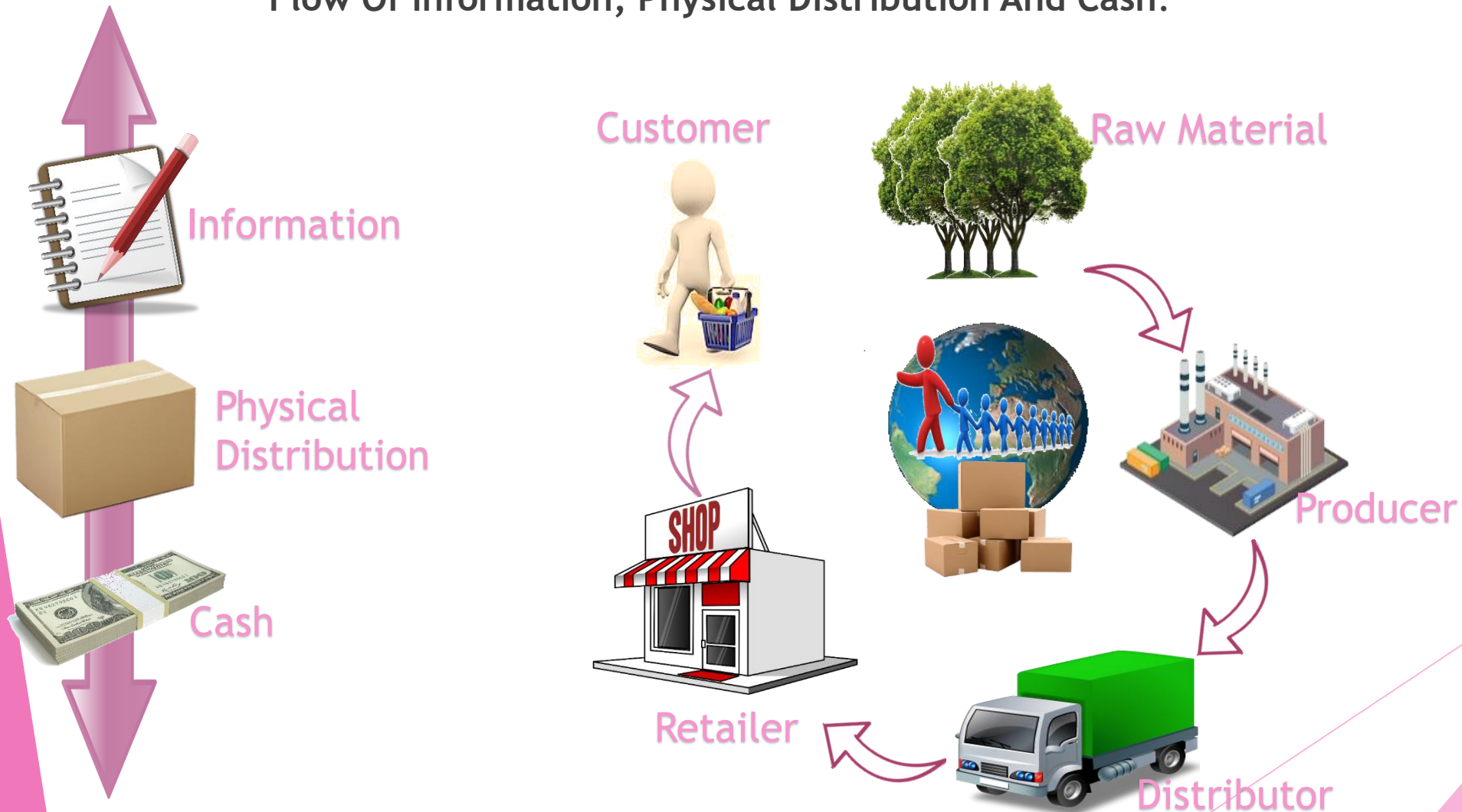
## STRATEGIES :

- a) Strong Links with the Market : Understand what customers wants/demands are.
- b) Financial Discipline: Proper Budgetting/Forecasting.
- C) Positioning of the Company : As a Producer, wholesaler or retailer.
- D) Positioning of the Product : Premium product or mass product.
- E) Website creation : Company Awareness.
- F) Take Part in Local and International Expo's to promote the product.
- G) Networking with other entrepreneurs.
- H) Identify and work closely with wholesalers, Agents and Distributors.
- I) Continues Improvement.



# WHAT IS SUPPLY CHAIN ?

- Supply Chain Is A Global Network Which Is Used To Deliver Product And Services From Raw Material To The End User Or Customer Through A Flow Of Information, Physical Distribution And Cash.





# WHAT IS THE BASIC SUPPLY CHAIN ENTITY?



## A) SELLER/SUPPLIER :

Is an individual or an organization who provides goods or services with whom buyer does a business. Usually it is in a Raw Material form.

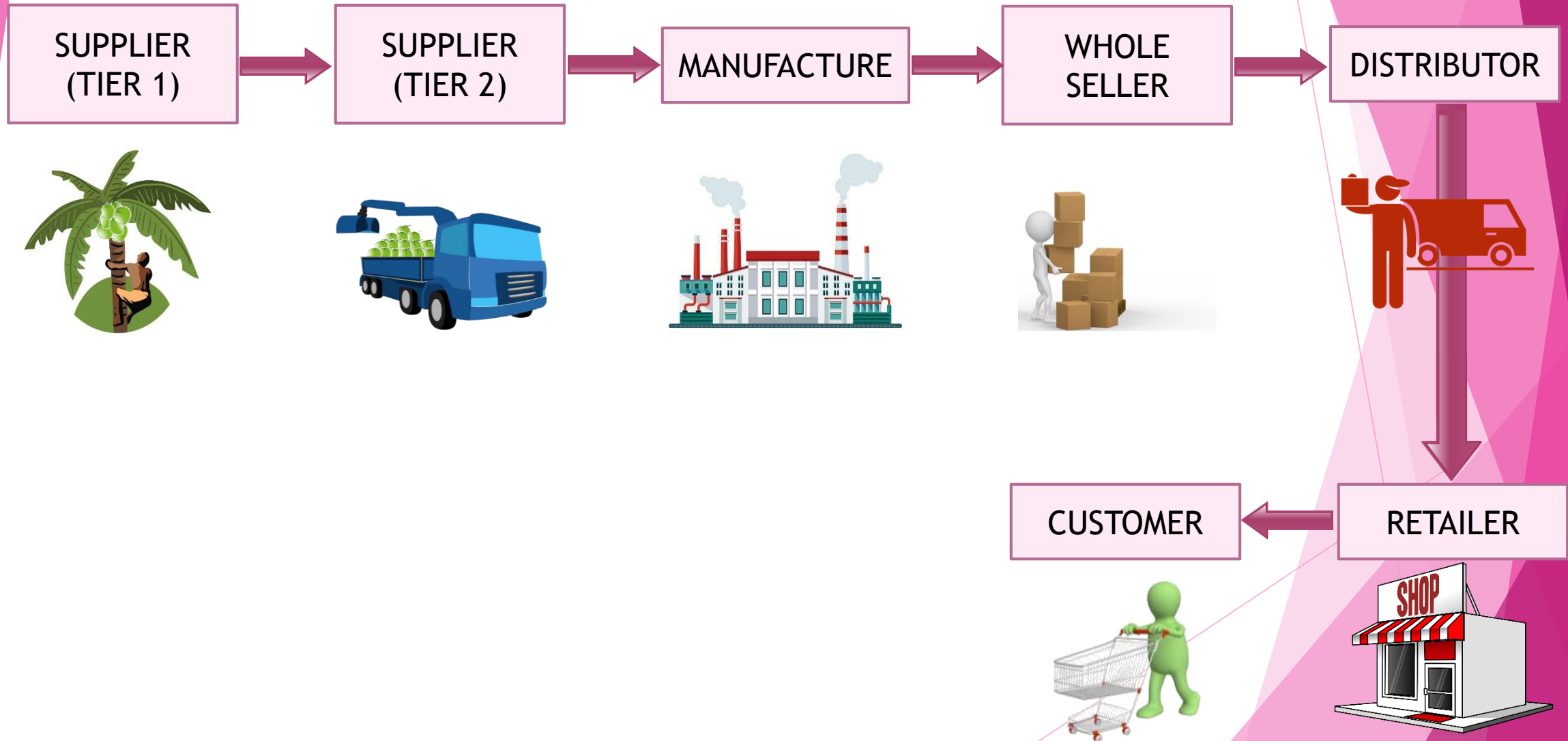
## B) PRODUCER :

Is an individual or an organization who receives component or raw material from a seller and converts it into a finished goods.

## C) CUSTOMER OR END USER :

Is an individual or an organization who receives the finished product/service.

# AN EXAMPLE OF A SUPPLY CHAIN IN A MANUFACTURING OF TENDER COCONUT WATER POWDER (KUDRAT COCONUT):



# Flows in Supply Chains

## INFORMATION FLOW

- Quotations
- Invoices
- Sales Literature
- Specifications
- Receipts
- Orders
- Rules And Regulations

## PRODUCT FLOW

- Materials
- Components
- Supplies
- Services
- Finished Product

## CASH FLOW

- Supplies
- Payment of Product / Services.

## REVERSE PRODUCT FLOW

- Returns for repair
- Replacements
- Recycling
- Disposals



Thank  
you

