



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

**Excel Activity Report : ENTREPRENEURSHIP 101:  
HOW TO KICKSTART YOUR OWN HARDWARE  
COMPANY**

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## **1. Activities Information**

Date: 16/4/2022

Venue: PERSAKA's FB Page

Organizer: UTM PERSAKA

## **2. Graduate Attributes**

- I. Communication Skills;
- II. Leadership and Teamworking Skills;
- III. Enterprising Skills.

## **3. Position/Role in the activities**

Participant

## **4. Mini Report**

The purpose for me to join this activity is because I want to know more about the mindset and knowledge an entrepreneur must have and also the experience of a succeeded entrepreneur. I know that after graduating from university and then getting a job in a company in not only the lifestyle I can choose, I also have the chance to start up my own business. To prepare myself for the future of starting up a business, I would like to absorb more knowledge about entrepreneurship during my university life.

The first graduate Attribute focused during this activity is Communication Skills. The speaker is showing his skill of presenting his knowledge and experience in terms of body language, words and also using a variety of media to help. The second graduate Attribute focused during this activity is Leadership and Teamworking Skills. One piece of advice from the speaker is there is always something we need to learn through the journey of becoming a successful entrepreneur but we don't have much time so we can team work with others to achieve our goals. The third graduate Attribute focused during this activity is Enterprising Skill. The speaker of this activity will share his experience about his entrepreneurship journey and I can learn about the entrepreneurship knowledge from the speaker's experience.

The content of this activity is the speaker, Aman Jamadi, the CEO of AJ GEEKS SDN.BHD. (IT.GEEKS), give the participants a talk about his experience of how to kick start an own computer hardware company. The talk starts with the speaker sharing his background, then his experience through each stage of the journey of entrepreneurship, next the how he keeps his motivation on his business, and then the end of the activity will be a Q&A session.

## **5. Self-reflection**

After I attend this activity, I get to learn about how the speaker explains his thoughts very clearly with the help of making realistic examples and the help of the presenting tool but not just telling the audience the facts or the success theory that he learned from a book. I also learned about how the speaker works with his team to achieve their goal as they specify their task very clearly so they can work in an efficient way. The speaker also taught me a lesson of what characteristics and correct mindset should be developed during the journey of an entrepreneur.

During this activity, I found out that one of my strengths is I have the willingness to get more understanding about something. The speaker has shared that one of the important things during the journey of entrepreneurship is we need to have great product knowledge. The process of getting more understanding about the same thing might be boring for some people but I find it interesting while getting more understanding about the thing.

Throughout the sharing of the speaker, I found out that I have very limited knowledge about how to do marketing. From the speaker's sharing of the speaker, I get to know that if I want to make my product sales great, I need to do the marketing for my product properly. However, I have no knowledge about how to do the marketing of a product. I shall read more books about the marketing field in my future to overcome this challenge.

## **6. Certificate/Photo/Video**

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# ENTREPRENEURSHIP 101

## HOW TO KICKSTART YOUR OWN COMPUTER HARDWARE COMPANY

**SATURDAY, 16 APRIL 2022**  
**2:30PM - 3:30PM**

**IT. G**

**SPEAKER**  
**AMAN JAMADI**  
CEO OF AJ GEEKS SDN.BHD.  
(IT.GEEKS)

**f PERSAKA UTM** **@PERSAKA UTM**

me session in the comment section. [Link of attendance](#)

Figure 1: Screenshot of the starting of the event.

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## THE BEGINNING

<p><b>POWERFUL PASSION</b></p> <p>Have great passion with product that we wanted to sell</p>	<p><b>MONEY CAPITAL</b></p> <p>Have some money capital at least RM2K to start taking product</p>
<p><b>GREAT PRODUCT KNOWLEDGE</b></p> <p>Have great product knowledge by doing more research about the product</p>	<p><b>REGISTER SSM</b></p> <p>Register SSM ( Enterprise or Private Limited)</p>
<p><b>MARKET RESEARCH</b></p> <p>Do market research such as target audience, target market, location</p>	<p><b>OPEN NEW ACCOUNT</b></p> <p>Open current account for new business at preferred bank</p>

AMAN JAMADI | SPEAKER

Figure 2: Screenshot of the speaker sharing about the beginning stage of the entrepreneurship journey



Figure 3: Screenshot of the session Q&A