



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

**FACULTY OF ENGINEERING
SCHOOL OF COMPUTING
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EXTRA-CURRICULAR ACTIVITIES REFLECTIONS REPORT (1)
ENTREPRENEURSHIP 101:
HOW TO KICKSTART YOUR OWN COMPANY
(Entrepreneurship)

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On 16 April 2022, Persatuan Mahasiswa Sains Komputer or well known as PERSAKA has conducted a talk with a CEO from a hardware company, Aman Jamadi and this event has taken place through Facebook Live on PERSAKA Official Facebook Page. Abdul Rahman Bin Jamadi or Aman Jamadi is the only one CEO of AJ GEEKS SDN.BHD and own a company called IT.Geeks Malaysia and have a background as Alumni UTM in 2020 with Bachelor in Mechanical Engineering. The main objective of this talk is to give a general exposure to students especially for computer science student on how to kickstart our own company which in line with the talk's title, Entrepreneur 101: How to Kickstart Your Own Company. In this one-hour talk starting from 2.30 p.m. until 3.30 p.m., there is a lot of tips and steps that Aman Jamadi has shared based on his own experience that he built from 2014. Besides, he also shares with us about his journey and challenges that he faced before his services is well known by people and able to open his first physical store in Bandar Baru Uda, Johor Bahru after five years doing business through online platforms.

During his talk, Aman Jamadi shared his first steps and tips to start our own company. For this section, he points out several important points that we need to instil our mind before starting our own company. First and foremost, we need to have a powerful passion with product that we want to sell and have a great product knowledge about a product in order to give an illustration on how the demand of our selling product in the future. Besides, we also need to do market research which include our target audience, target market and also location to do our business either through online platform or build a physical store and have some money capital to run our business for the first time.

Starting our own business is not easy as it seems, along his journey in business world, he also faced several challenges such as find some reliable suppliers, marketing strategies, short of staffs and need to learn a basic knowledge about accounting at least in term of profit-and-lost.

In conclusion, from his talk I able to gain a basic knowledge on how to kickstart my own company starting with build a great passion, keep learning about market trends, do a lot of research until has a clear business plan about my selling product and services. Besides, during his talk, I finally realize that by having an entrepreneurial thinking skill is very essential for me as a student because this skill can help me not only to build my own company but also teach me to think critically and adapt with my unknown challenges so that I can cope with the complexity and challenge of my studies. Lastly, this programme is very useful for me and it

worth to spend my time to hear about his sharing because this kind is opportunity does not come twice where I able to hear a great success story from one of the Alumni UTM student and it really boost my passion to have a great entrepreneurial skill to build my own personal brand.



Figure 1:Talk with CEO of AJ GEEKS SDN.BHD. (IT.GEEKS)