



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

SECD3761-10 - TECHNOPRENEURSHIP SEMINAR

PROJECT PART 2: INTERVIEW SESSION WITH INVITED SPEAKER

GROUP 4

LECTURER: DR SARINA SULAIMAN

NAME	MATRIC NO
MYZA NAZIFA BINTI NAZRY	A20EC0219
NUR IZZAH MARDHIAH BINTI RASHIDI	A20EC0116
NAYLI NABIHAH BINTI JASNI	A20EC0105
RADIN DAFINA BINTI RADIN ZULKAR NAIN	A20EC0135
MADINA SURAYA BINTI ZHARIN	A20EC0203

SPEAKER'S DETAILS

Full name of invited speaker: Kuspa Bohari

Position: Managing Director

Company name: Farwide Sdn. Bhd.

Company address: Lot 4094, 2nd Floor Sukma Commercial Centre, Jalan Sultan Tengah
93050 Kuching, Sarawak, Malaysia

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INTERVIEW SESSION DETAILS

Date: 10 JUNE 2022

Time: 4.00 pm – 5.00 pm

Platform: Online (Google Meet)

Interview Session link:

https://drive.google.com/file/d/1X8zqUfb7_F4JxPxx3pUiCLtFpltqDLNP/view?usp=sharing

Q&A SCRIPT

1. What is your background?

My name is Hajah Kuspa Arina Binti Muhammad Bohari. I graduated from International Islamic University with a degree in Economics. I pursued my MBA and I'm a certified trainer and coach. I attended a lot of courses to ensure that I can collect and gain as much knowledge as possible to gain whatever skills I probably need.

2. Could you explain your company's history and background?

I started a business with an enterprise that was Borneo Decor. It was an online company supported by Malaysian Development Cooperation Malaysia. During that time which was in 2006, no one knew about online business and the trust regarding online business is zero in Sarawak. After many years with that company, I'm also doing offline businesses and as I grow, I'm more fond of teaching and sharing knowledge. With that, I extended my business to another field which is Farwide Sdn. Bhd. Farwide Sdn. Bhd. is actually a training and consultancy company.

3. What are the challenges and obstacles you have faced throughout your journey especially during the starting years?

There are a lot. One of the common things is my own self. Fear, not confident and there's always an inner voice telling me to stop doing it because I'm incompetent. Secondly, financial. To start a business you have to think of paying your salary and expenses but if you don't have the amount of money to start a business then it can cause you stress. So those are my challenges. Other than my own self and the fundings, the infrastructure and the environment are also the challenges I have faced.

4. What are the benefits you get in managing a company after facing all those challenges?

Well I'm my own boss. I don't have a tight working schedule where I have to work from 8 to 5. So I have the pleasure of my time, I can work from home and I can go to the office maybe a-bit later since when you work on your own, your time is driven by you. The good thing is if you want to travel and spend time with your family, you can take any time you want to go. On top of that, you can define how much you earn every month. So that's the beauty of it.

5. In your opinion, can you suggest how students that are interested in business can gain knowledge and inspiration to start a business?

Read books, google information, look at people who sustain their business. Don't look at people who succeed because their products go viral in 6 months. You can also attend classes. MARA has a lot of programmes, even during your sem breaks you can just

attend those classes to meet real people because different people have different experiences.

6. Since your company had been going strong for a few decades until now, what advice or tips would you give to any individuals that are interested in starting a company?

First is passion, business is not easy. Business requires you to sweat, cry and miss a lot of things. But if you have passion, you can manage it well. Business is about planning, you are the leader and you organise things. You have some guidance on your own. To me, passion is very important. Dedication. With all the things, you must have ASK. A is attitude, S is Skill, K is Knowledge. Your attitude must be right, there is no word lazy and no excuses. You need to acquire skill and knowledge. For skills, the first one is intrapersonal skill and second one conceptual skill where you can look at your business from top. From business direction, operation, marketing. A lot of people don't have this. Interpersonal is how you negotiate with people, how you communicate, how you write reports, etc. Intrapersonal is between you and God. When you are down, you need to be able to talk to God. This is something people forget about. Knowledge, you need to understand the politics, the economy, what is happening to our economy, what is the factor, what happened to our food sustainability, etc. How technology makes us more productive and makes us more profit. Technology also cuts operation time and increases productivity.

7. How to ensure to sustain the business especially during the pandemic?

As an entrepreneur, to start a business is easy. Unless, you need a huge capital. However, to sustain a business, you need a plan. For example, business needs a buffer and some microbusinesses do not have that. That's why they have a hard time sustaining during that phase. Therefore, we have to do planning to sustain a business.

8. Knowing what you know now, is there anything you would have done differently when you were first starting out?

I guess I should open up more and start to enlarge my network at that time. Like joining any business organization and association, so that I can meet and seek advice from people in the field. Because previously, I struggled on my own and it was hard.

9. What and who inspires you to start your business?

My mother inspired me as she was involved in business at a young age. So, I started to sell some snacks in the university with my friend and earned money for shopping as at that time, it was not easy to earn money. Next, my friends also inspired me as I was

amazed by how they can manage their time well by doing business. I also like to read books about successful people at that time.

10. When you were facing difficult times, who encouraged you to overcome it?

This one, definitely my mother because she understands me well and she is good at keeping secrets. Of course in the level of business, I have some friends who I can consider as they are also good in business.

11. What's your personal manner for balancing work and life?

First of all, you should enjoy what you are doing. Because when you enjoy what you're doing, there's no limit in what you can or cannot do. Then, of course, planning and good time management are the important key roles in balancing work and personal life.

12. What sacrifices have you had to make to be a successful entrepreneur?

There are a lot of things I had to sacrifice to become who I am today. However, back then, there was this one moment, when we were talking about the financial issue in our business, I had to use my own savings to save the business due to the wrong predictions that we made. Other than that, it is just that I had to sacrifice the things that I love to do before starting my business.