

July 29, 2019 12:09 AM

Nur Ashikin Louis

Seberang Perai Polytechnic is champion

KUCHING: The state-level Siswapreneur Showcase programme at Plaza Merdeka shopping mall came to a close yesterday with Seberang Perai Polytechnic emerging as champion of the ‘Social Entrepreneurship Explorace’.

In second place was Tambunan Community College while Sandakan Community College came in third.

For Best Booth competition, Hanieysa Beauty won ‘The Best Service’ category while Ibrahim Perfume bagged ‘The Best Health and Beauty,’ Selangan Padu Enterprise (Best Craft and Innovative Product), Bosskoi Resources-Tempoyak (Best F&B), Baling Community College won the Best Fashion and Accessories category.

The programme was organised by Ministry of Education (MoE) through Kuching Polytechnic and Community Colleges in the state.



Jamaliah poses with the winners and participants at the event.

Kuching Polytechnic director Jamaliah Ahmad said the programme aimed to commercialise students' innovation and entrepreneurship products in the international market.

“Apart from generating income, the students can apply the basic elements of business such as marketing, product packaging, business matching, pitching, product labelling methods and exchanging views to learn effective marketing and business practices.

“Furthermore, the business sector is now more mobile, where certain companies no longer require premises to do business.

“Various online platforms are used to conduct business such as Instagram, Facebook, blogs, website, Carousel and Shopee,” she said when officiating at the closing ceremony.

Of the 48 booths set up, 21 were food and beverages (F&B) booths, 10 for health and beauty, five for services, five for fashion and accessories while the remaining five were for sales of arts, handcrafts and innovation products.

This post was last modified on July 28, 2019 10:21 PM