



A booth set up to promote products by women entrepreneurs at an event held before the pandemic. Digital platforms are now available for those wishing to reach a bigger market. — Filepic

'Tap digital platforms to grow business'

Webinar speakers urge women entrepreneurs to grab opportunities in new normal

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WOMEN are being encouraged to increase their computer literacy in order to excel in digital entrepreneurship, especially during the Covid-19 pandemic.

Seri Delima Women and Family Development Committee (JPWK) chairman Kristine Leong said women needed to have the courage to try many things and to overcome their fear of technology.

"In digital entrepreneurship, we do not have to be experts in everything related to information technology (IT), but we have to know the basics.

"This is so that as entrepreneurs, we can move our brands faster.

"If we know how digital advertising works, it will be easier for entrepreneurs to choose their agencies and set expectations for their product or service outreach.

"It is always wise to engage a variety of platforms.

"Segregate budget investment and integrate various media such as newspapers and traditional materials like flyers and brochures.

"This is to help move our brands faster," she said during a webinar.

The webinar held through Facebook live was the third in a series titled "Digital Entrepreneurship in the New Normal: Opportunities for Change" organised by Women's Centre for Change (WCC) in Penang.

Leong said the webinar series was organised by WCC Penang in collaboration with 23 JPWKs.

"We have a Mandarin session coming up soon."

She said that through the webinar, the audience would be

able to learn more about entrepreneurship as local speakers shared their own experiences with startups.

"I myself am in the public relations and branding industry, so I hope to share what I can with new entrepreneurs.

"I remind small business owners that if they are just starting out, it is okay to not know everything.

"However, they need to have a solid foundation and business plan.

"They need to understand what they are pushing for in terms of products or services.

"I hope parents will encourage their daughters in what they want to do. Do not dictate their career or future.

"Let your daughters be whoever they want to be and do not confine them to jobs traditionally associated with women.

"I wish to encourage young women out there to challenge themselves by entering a variety of industries," she added.

Another speaker, Rina Neoh, who is an entrepreneur and investor, highlighted that digital platforms provided many benefits.

"For example, if a vegetable seller moves her business online instead of being confined to a physical location or stall, she can tap into other markets.

"If she operates online, she can sell to buyers from other states or demographics.

"Search on the Internet for your product or business.

"Check whether the product will come up in search results.

"In such cases, it helps to have some knowledge to manoeuvre digitally, like understanding how search engines and online platforms work.

"There are a lot of free courses online for people to learn about this," added Neoh.