

MARKETEER

ISSUE 2/2010

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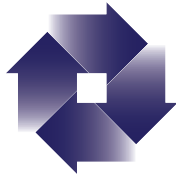
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INSTITUTE OF MARKETING MALAYSIA

For Members Only



Exclusively brought to you by:

INSTITUTE OF MARKETING MALAYSIA

REVISITING VISION 2020



By : **YABhg. TUN DR. MAHATHIR BIN MOHAMAD**

DATE : 29 NOVEMBER 2010 (MONDAY)

TIME : 10.00am - 2.00pm

VENUE : NIKKO HOTEL KUALA LUMPUR

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COVER

Cover Design depicts a Compass and a World Map. It's designed to serve as our value system and as a means to help marketers to find their direction to genuinely and effectively connect with their customers.

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CORPORATE BRIEF

The Institute of Marketing Malaysia (IMM) is the only registered Institute in the country organised for the purpose of serving the marketing fraternity in Malaysia. Formed under the Society's Act 1979, the Institute has assisted and will continue to assist, train and bring together marketers from various business and industries with one common goal that is to improve the marketing skills of all its members.

We therefore welcome everyone with a passion in marketing to join the Institute to support, promote and enhance professionalism in marketing.

Marketeer

Dato' Sharifah Mohd. Ismail, President of IMM recently called on Tun Dr. Mahathir bin Mohamad on 10 May 2010 at his Perdana Leadership Foundation office in Putrajaya.

The purpose of this visit was mainly to introduce IMM and to brief Tun on IMM's activities and its milestone achievements to date, in preface to inviting Tun Mahathir to speak to IMM's members.

One of the achievements highlighted to Tun was IMM's corporate membership and the Institute's role as a registered training provider with PSMB (Pembangunan Sumber Manusia Berhad) and a Professional Training Provider (PTP) for SMECORP (Small and Medium Enterprise Corporation Malaysia).

In the hour-long meeting with Tun, Dato' Sharifah also explained IMM's development of management skills in bringing professional training to its members with minimal resources, which was a challenge to any marketer.

TUN DR. MAHATHIR MOHAMAD

to Speak on "Revisiting Vision 2020"

These programmes have hugely benefited the Institute's members and the marketing fraternity. World class speakers and gurus like Philip Kotler (Marketing), Professor Lovelock (Services), Ruth Stevens (B-B & Internet Marketing), Judy Larkin (Risk Management), Prasanna Perera (Branding), Scott Friedman (Motivational Humour) and Scott McKain (Customer Experience) have been successfully invited by IMM to run conferences with the aim of growing the marketing industry in terms of knowledge-content and skills of its practitioners.

Dato' Sharifah gave a list and updates on IMM courses under the SMECorp's upgrading skills plan where IMM has successfully trained over 800 entrepreneurs in various areas of work including sales, marketing, customer service, and communications. Tun was also



Tun Dr. Mahathir Mohamad
a great statesman, leader and personality who
has achieved so much for the country and has put
Malaysia on the world map

briefed on IMM's plans for the year 2008 to 2010 onwards, IMM's vision for a more committed body of active members and its foray into activities for staying relevant to the profession and industry.



IMM Council members with Tun Mahathir (fourth from left) – indeed an honour and a rare opportunity for everyone to meet this great man.

Being the national professional body for sales and marketing practitioners, IMM's mission is to promote marketing as a philosophy of business, to enhance the professional standards of marketing practices and to be the leading centre for marketing in the region.

The meeting was very fruitful. Tun gave his full support to the Institute's schedule of upcoming events, and if time permitting and barring no unforeseen circumstances, Tun will attend IMM's event.

On this encouraging note, IMM wrote officially to Tun Mahathir inviting him to share his thoughts on "Revisiting Vision 2020", indeed his 'master brainchild' for the country. It came as a most pleasant surprise when Tun kindly accepted IMM's invitation. What a momentous event it will be for us all to welcome this great Malaysian and listen to him first hand, his views when he revisits Vision 2020.



Dato' Sharifah briefing Tun on IMM programmes and activities and extending an invitation to Tun to speak to IMM members and other professionals.

The date is 29 November 2010 -- another milestone-event for IMM to put on record -- when Malaysia's former CEO, great leader, statesman and global marketer will be with us in person!



Dato' Sharifah presenting Tun Dr. Mahathir with a collection of books from authors and speakers invited by IMM to speak at conferences in Malaysia

TUN DR. MAHATHIR Answers Up & Close Questions

In celebration of the opportunity to meet with and listen to Tun Dr. Mahathir at a special talk on 29 November 2010, members were invited to ask Tun any burning questions that they might have of this great visionary leader.

It was an exciting albeit curious time for the editorial team, as they wanted to know what kind of questions members would ask. The opportunity to ask Tun questions was opened to all.

We received a total of fifteen (15) questions and duly posed them to Tun. The questions were a mixed lot. They varied from Vision 2020 and Malaysia's future to his philosophy of life and personal experience as a parent and grandparent.

So widely-ranged were the questions that Tun needed more time to deliberate on his responses! We will certainly run his responses in our next issue. So don't miss our January 2011 edition for that much-awaited response from Tun to your burning question.

MEETING WITH IMM'S FOUNDER

YBM Tengku Tan Sri Razaleigh bin Hamzah



Tengku Razaleigh Hamzah founded IMM in 1977 and became its first Patron in 1979

IMM President Dato' Sharifah Mohd Ismail and six other Council Members - Dr. Leow Chee Seng, Sarah Tan Mee Loo, Faridah Rohani Rais, Haslina Azlan, Prof. Dr. Samsinar Md Sidin and Atika Sulaiman recently called on YBM Tengku Tan Sri Razaleigh bin Hamzah, founder of IMM, on 17 May 2010 at his residence in Jalan Langgak Golf, Kuala Lumpur.

The purpose of the visit was to update Tengku on the recent milestones and achievements of IMM along with future plans from the year 2008 to 2010 onwards.

The team also took the opportunity to highlight the Institute's issues and challenges encountered during the developmental years of the Institute, from fledgling stage to what it is today, with over 700 individual and 150 corporate members on its list.

Tengku also took keen note of how IMM had successfully organised training programmes that have consequently kept the IMM out of the red! Impressed with this outcome and achievement, Tengku reassured of his full support towards the Institute's initiatives.

IMM also kept him informed of the planned programmes for the next few months, which have received to date, very good response from members and non-members alike.



As the Founder of IMM Tengku Razaleigh is happy with the role IMM is playing in supporting the marketing fraternity and being partners in human capital development.



IMM Council members with Tengku Razaleigh at his office.

WHAT MAKES AN ENTREPRENEUR?

By : George Torok

The fastest growing area of the economy, risk takers and wealth generators, these strange people - what makes them tick? Why do entrepreneurs take risks, endure pain, fatigue, and embarrassment? What makes them run? Is it money, fame, rock and roll or sex? None of the above!

Entrepreneurs might want and enjoy those things but what drives them and what distinguishes them from an over achieving employee or salesperson is the desire to create. That's it. Do you pass the test? Many over achievers are not entrepreneurs.

Leonardo Da Vinci, Edison and the Wright Brothers were entrepreneurs. They had dreams to create new horizons for humanity. A vision, inspiration and most importantly the belief that, "I can do that", is the defining image of an entrepreneur.

How do you motivate an entrepreneur?

Tell them, "It can't be done". Entrepreneurs love an impossible challenge. They will prove you wrong. It took Edison 10,000 attempts to create a light bulb that burned for several seconds.

Not everyone who starts a business is an entrepreneur. Some do it out of desperation, or until they get a real job. They might become entrepreneurs one day, but they must move their mind set from 'I can't do that' to one of 'can do'.

What does it take to succeed as an entrepreneur?

The ability to learn what is needed to make your dream come true - and to acquire and apply those lessons and skills. Successful entrepreneurs go past the dream stage. Many have the potential to be successful. They have dreams, great ideas and they may even be right. But imagine if Edison quit after 1,000 attempts. He could rightly rationalize that it couldn't be done. After all who would expect him to try 1,000, 2,000 or even 5,000 times. It took 10,000. Nobody cares about the failures. The results count.

George Cohon, senior Chairman of McDonalds Canada & McDonalds Russia endured 14 years of negotiation and posturing to open the first McDonalds restaurant in Russia. It was the most successful grand opening they ever had. They served over 30,000 customers that first day. But it took 14 years of

running around, being nice to Soviet bureaucrats and pleading with his board to get there. He had no idea it would take so long but he knew he could do it. I suspect that Bill Gates is not motivated by money. The power of effecting change and growth is more intoxicating. Money is only a wonderful by-product. That is what sets entrepreneurs apart.

Entrepreneurs are dreamers. They see things that others cannot. They want to create change and growth. They believe in themselves. They want to control their destiny. Successful entrepreneurs seek out, acquire and practise the skills they need to succeed. Successful entrepreneurs do what they have to, to get to where they want to be.

" Successful entrepreneurs go past the dream stage. Many have the potential to be successful. They have dreams, great ideas and they may even be right. "

George Torok is an entrepreneur, radio show host and bestselling author of "Secrets of Power Marketing". He delivers inspirational keynote speeches and practical seminars to organizations who want to grow by showing them how to improve their thinking and communication skills. Visit www.Torok.com

The Secretaries & Administrative Professionals Seminar & Luncheon

Committed, efficient, dedicated and SECRETLY runs the world

"Because You're Special"

The Institute of Marketing Malaysia (IMM) in collaboration with Berita Publishing Sdn. Bhd. and Primanora Medical Centre had organized the above Seminar & Luncheon which was held on 21st April 2010 at The Legend Hotel, Kuala Lumpur.

This ONE-Day Seminar was organized in conjunction with the International Secretaries Week that will benefit executive secretaries/personal assistants as well as administrative personnel who are keen to enhance their personal effectiveness in work and life.

Over 150 participants comprising of secretaries, personal and administrative assistants, executives and managers from various industries and sectors attended the seminar and luncheon.

The objectives of organizing this seminar is to further enhance the knowledge & skills of participants in the areas of communication, grooming and social etiquette, as well as giving them the opportunity to learn new skills and be aware of the latest trends in the industry as well as to provide networking opportunity and further expand participants' network and contacts for both professional and personal purposes. It is also to show appreciation to all participants on the importance of their job function and how it contributes to company success as well as to nation building.

"BECAUSE YOU'RE SPECIAL" is aimed at motivating and inspiring secretaries to enhance their personal effectiveness by way of workshop sessions to change their mindsets, coupled with energizing activities by a panel of distinguished personalities who have been invited to speak on topics of interest and relevance to



Datuk Dr Nor Ashikin, the Founder and Executive Chairman of Primanora Medical Centre sharing with participants on how to stay healthy, beautiful and vibrant.

the participants. Participants were also entertained with popular TV & radio personnel presenting exciting programs throughout the day. The speakers shared the following topics:

Datuk Dr Nor Ashikin, the Founder and Executive Chairman of Primanora Medical Centre, which is a one stop medical specialist and aesthetic centre that looks after the needs of women and family – discussed with participants on how to get priorities clear which is the most essential step towards achieving a well-balanced life for every woman of today. The important point here is to figure out what you want your priorities to be, not what you think they should be.

According to Datuk Dr. Nora, protecting your private time often leads to greater satisfaction in both work life and personal life, greater productivity and more creativity.

She also shared other tips on:

- how health & beauty is inseparable

- the best way to stay healthy, beautiful and vibrant,
- lifestyle management on where does disease originate from
- tips on why screening is important to detect early evidence of abnormalities &
- advise on why women need regular health checks



Health & beauty is inseparable thus every woman must pay greater attention to these needs to ensure a healthier and happier life both at the workplace and home.

Dato' Bridget Menezes, who has given motivational talks on self improvement and stress management at gatherings across all levels of society – discussed with participants on how to constantly live up to facing challenges during tough times and how to feel confident about what will happen in the future by thinking positively and smartly managing stress both at work and at home.

According to Dato' Bridget in life, we will constantly be facing challenges, times when it's tough to feel confident about what will happen in the future.

It's sometimes difficult to stay positive and motivated to work on our goals especially when all around us there's people so pessimistic about, well, everything in general.

Here's what makes the difference. You get what you focus on. You can either think about how bad you have it and feel like a victim, or you can use these challenges as a reason to step up and grow from them.

Think back at some of the challenges we've faced in our life that we've managed to overcome. What did we learn from those setbacks? Are we a stronger, smarter, more experienced, more understanding than we were before?

Challenges will always create opportunities, but we can only find them when we start to see challenges as opportunities.



Dato' Bridget Menezes stressed the importance of staying positive and turning challenges into opportunities at all times.

"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge..." Dr. Martin Luther King, Jr

Datin Nor Hafizah Ismail, a multi-talented individual with over 20 years on teaching and training experience, gave participants communication skills that affect every aspect of our lives from business workplace to home tips.

Communication skills affect every aspect of our life. In other words, we all communicate every time we speak to, listen to, write to, or even look at someone else. This all-important skill is not to be underrated, because what we say is just as important as how we say it.

In business and in the workplace, in our social lives, we all stand to benefit



Datin Norhafizah told participants that having excellent communication skills can make a huge difference in our lives and thus it is crucial for everyone to work towards improving this all important skill.

from more effective communication skills. We crave for more fulfilling interpersonal relationships.

Datin Norhafizah showed participants the way to effective communication and how to achieve their goals. Effective communication habits lead to healthy personal and work relationships too.

Other tips shared with the participants are:

- how thoughts become actions
- description of word power
- how to speak from the heart to another person, and
- why is it important to listen with our eyes



Success is valuing yourself. Success is loving your work and focusing all your attention on what you want to achieve.

SEMINAR

Marketeer

ASP Thamarai Letchumi, who is a directing staff in the Investigation and Prosecution Research Centre at the Royal Malaysian Police College in Cheras, spoke on self defense at the workplace and any other places which we may be at as well as informing participants on the laws that protect women in Malaysia.

With robberies and other workplace violence constantly in the news, we all want to know how to protect ourselves especially at work. Whether we are an employer or an employee, workplace safety is very important. While we should be able to trust security guards and policemen to come to our aid, we should also be prepared to handle such situations as they occur.

Sexual harassment at work threatens our confidence and self-esteem. It can stop us from working effectively, undermines our dignity and it can affect our health and happiness.

Nobody should be subjected to it. Fortunately, a variety of laws exist to protect all women in this country.

Tips and knowledge shared by ASP Thamarai with the participants were valuable and has indeed provided them with the extra confidence to handle such situations if the need arises.

Other tips shared were:

- on specific gender crimes
- on issues with regards to bullying women
- on places where such crimes happen



ASP Thamarai reminded participants regarding the laws that protect women in Malaysia as well as providing them useful lessons and tips to avoid becoming victims of crimes including sexual harassment at the workplace or at any other locations.

- how not to attract pickpockets
- how not to be a victim of snatch thieves
- how to avoid sexual attacks and more advice on how to take care of women themselves

Datuk Atikah Adom, who has lend her experience to helping people build and enhance their personal branding through seminar and courses, gave participants the opportunity to learn on grooming and social etiquette at functions or for daily work.

Since we represent the company for which we work, we need to look good. Good grooming is essential in the workplace. In the corporate world, people judge others on their appearance more often than not. What do we want our appearance to say about us? This does not mean



Datuk Atikah emphasised that personal grooming is important and we need to ensure that we are dressed properly for all occasions. Good grooming and creating the first impression is crucial for business success.

that we have to spend time in beauty salons or spend lots of money on costly grooming routines or beauty products. It simply means taking pride in our appearance and making an effort to look good.

Datuk Atikah shared all the tips required to look good and how to create the first impression.

She also emphasized on the importance of the following:

- how to dress properly for the right occasions
- why appearance to others count
- how to give a good first impression to impress,
- what is proper corporate image, and
- what is proper corporate grooming

Good Grooming is essential. First Impression matters!



The spirit of learning and sharing and wanting to know more was obvious amongst participants as they went through the various topics presented during the seminar.

As part of the ONE-day seminar participants were treated to a sumptuous luncheon with performance by guest artist Aishah rendering her hit songs and mingling amongst the participants. Participants were given goody bags containing beauty and health care products and for some of the luckier ones they walked away with great lucky draw prizes courtesy of the organisers and sponsors.

From the feedback we received participants found time spent worthwhile and the learning useful as this opportunity has given them additional knowledge so as to make a difference both in their work life and personal life.



Let's relax and appreciate fashion.



Guest artiste – Aishah



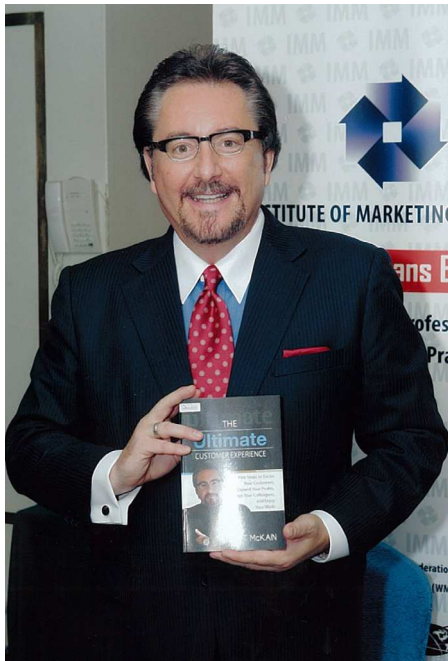
Time for good food, entertainment and some fun for all participants



Because You're Special... see you at our next seminar.

EXCLUSIVE TALK & BOOK LAUNCH

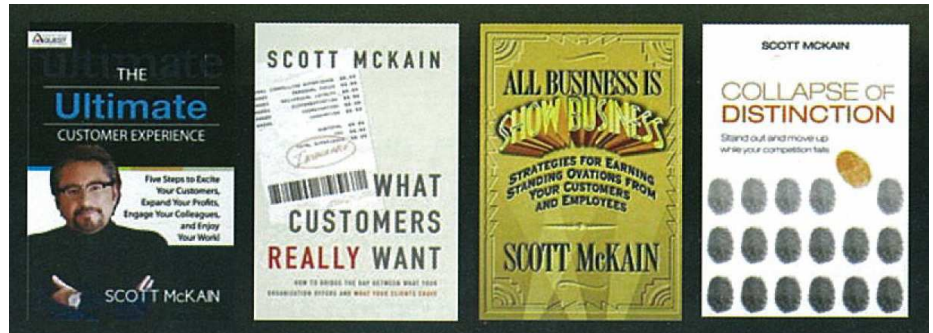
by Scott McKain



Scott McKain - world renowned speaker and customer experience guru

The Institute of Marketing Malaysia (IMM) in collaboration with Brand One Pte Ltd & The Brand Theatre of Singapore organized an "Exclusive Talk & Book Launch" of Scott McKain's latest book entitled "The Ultimate Customer Experience" which was held at Istana Hotel, Kuala Lumpur on July 7th, 2010.

Scott McKain a World Renowned Speaker and Author is the Co-founder and Principal of the Value Added Institute, a think-tank that examines the role of the customer experience in creating significant advances in the level of client loyalty. He has been honored with induction into the "Professional Speakers Hall of Fame" and he is a member of the "Speakers Roundtable", an elite group of twenty business speakers



considered by many to be among the best in the world. Scott McKain has appeared on platform in all 50 states and 19 countries.

This is the first time Scott McKain is in Malaysia. He said "I am very excited about the trip here. I have heard many wonderful things about Malaysia and can't wait to see the Twin Towers with my own eyes."

In his latest book "The Ultimate Customer Experience" Scott shares with us FIVE STEPS to Excite Your Customers, Expand Your Profit, Engage Your Colleagues and Enjoy Your Work.

This is a must read for those who wants to deliver Ultimate Customer Experience to their customers.

Following the book launch preview, IMM will be organizing a ONE-day Seminar with Scott McKain entitled "A Business Transformation" on 1st November, 2010 at Istana Hotel, Kuala Lumpur.

The ONE-day seminar will allow participants to learn how to Transform their business, Stand Out and Move Up and Learn what Customers REALLY want.



In today's highly competitive markets customers are looking beyond just service. We need to create the ultimate customer experience for every customer, every prospect and every time.

In today's highly competitive markets customers are looking beyond just service. We have recognized that the world is changing. How our consumers are behaving, how their friends are behaving. What they consume and what they watch. We are moving towards customer intimacy and customer experience. Building great customer experiences is a complex task, involving strategy, integration of technology, orchestrating business models, brand management, and CEO commitment. It's harder than we think.

On 1st November 2010 Scott McKain will return to Kuala Lumpur to share his insights and thoughts on some of the strategies to create ultimate customer experience and the importance of customer experience in building customer loyalty. These are needed in taking your business to the next level and to stay on top.



Scott McKain at the launch of his latest book "The Ultimate Customer Experience" - "a must read" for everyone who wants to know What Customers Really Want, deliver Ultimate Customer Experience and Stand Out and Move Up in their business.



Are we ready to build world-class customer experience for our organization?



INSTITUTE OF MARKETING MALAYSIA

The Institute of Marketing Malaysia, is the sole non-profit professional body for sales and marketing practitioners in Malaysia.

MEMBER'S BENEFITS

- Receive free marketing newsletter MARKETEER with trends and tips on marketing
- Network with Marketeers and professionals at IMM's events
- Enjoy special discount for seminars/conferences and other training and education programmes organized/endorsed by IMM and participate in our Professional Development Programmes

- Participate in other social- marketing activities to raise the professional standards and voice of Malaysian Marketeers

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The 7 Most Common Marketing Mistakes

By : Michael Fleischner

"When marketing your product or service, you need to have a firm understanding of your audience, the message you want to deliver, the offer you're willing to make, and the optimal timing for your marketing campaign."

Too often novice marketers, even marketing veterans, make costly mistakes that result in poor performance of their marketing campaign. Common marketing mistakes can be avoided with adequate planning, attention to detail, and ongoing measurement and evaluation.

If you're considering a traditional marketing campaign, an Internet marketing campaign, or something that's never been tried before, be sure to avoid these common marketing mistakes."



Timing

You may have a great list, a fantastic offer, and even a well designed marketing piece, but if your timing is off, so too will be your results. As an experienced marketer, I have seen some very expensive marketing campaigns that were very compelling but failed to produce results. This is because the campaign reached consumers at a time in which they had no interest in buying the product. For example, trying to sell snow shovels in July would not be considered good timing.

Failure to Test Your Headline

As the first thing your prospect usually reads, the headline is essential for luring your prospective buyer into the message, your offer, and the action you want them to take. Regardless of the medium, you should continually test your headlines (or subject lines) by running split tests and evaluating response. This ensures that your marketing message attracts the largest number of prospective buyers.

Failure to Test Your Offer

In direct marketing, the offer is directly correlated to 40% of your response. If you have the right offer, people respond. There are other factors to consider as well, but providing a compelling offer is required in most instances. Offers can range from discounts to "hurry while supplies last", but the commonality remains. Test your offers for optimizing response.

Having a Good List

Having the best offer and award-winning design is not enough. For many types of marketing campaigns, success is directly tied to having a targeted list. With today's sophisticated list generation tools, you can acquire lists that are highly segmented based on demographics, psychographics, buying behavior, and many other characteristics. The key here is not to be penny wise and pound foolish. If you're wondering where to invest your marketing dollars, spend them on developing a good house list (names you acquire on your own) or by renting/purchasing a well segmented marketing list.

Relying on a Single Communication

On average, consumers are hit with over 2,000 marketing messages everyday. In fact, recent studies have indicated that consumers need to see your marketing message an average of 12 times before they take notice. If there is any truth to the claim in part or in whole, it means that you must communicate to prospects on a regular basis. Placing a single ad in the newspaper or sending a single email cannot deliver effective results. Determine the media that prospects use to gather information and develop an ongoing campaign that works within your budget.

Not Measuring Campaign Effectiveness

Over time, your business is going to do a lot of marketing. Even if you are a small business wondering how you're going to communicate to a prospective audience, you're going



to eventually have some type of communication. Regardless of the marketing campaign size or expense, you need to track your results. This can be done with a simple spreadsheet or a multi-million dollar CRM system. The bottom line is you need to record what works and what doesn't so that you can improve your results in the future.

Failure to Continue the Dialogue

After consulting for a number of large companies, I'm still amazed at how many fail to communicate to customers on an ongoing basis. Often times, consumers or businesses only hear from the seller when its time to buy again. If you have an established customer base, chances are you've worked hard to acquire them. You should be spending some of your marketing budget to retain them. Be sure to open a dialogue with customers, solicit their feedback, and communicate with them regularly. This will help to build your business over the long-term.

If you're new to marketing, have experience as a marketing professional, or simply want to improve your current marketing results, be sure to learn from the mistakes of others. To be successful, continually work towards improving your marketing effectiveness. Avoid the 7 most common marketing mistakes, and you're on your way to delivering tangible results.

* Michael Fleischner is an Internet marketing expert and the President of MarketingScoop.com, the Internet's biggest source of marketing information and free marketing resources. He has more than 12 years of marketing experience and has appeared on The TODAY Show, Bloomberg Radio, and other major media. Visit MarketingScoop.com for further details, marketing secrets, Marketing Blog Directory.



GREEN TECHNOLOGY AS THE NEW SOURCE OF GROWTH FOR MALAYSIA

By : Dato' Noharuddin Nordin, CEO, MATRADE

DATO' NOHARUDDIN NORDIN

Dato' Noharuddin has a wide experience in international trade. He was attached to the International Trade Division of the Ministry of International Trade and Industry (MITI) from 1986 to 1993. In MITI, he was also involved in providing inputs to the GATT Uruguay Rounds negotiations.

Dato' Noharuddin was appointed as the Malaysian Trade Commissioner (TC) to New York, USA in 1994. After finishing his six year term in 2000, he assumed the Director post in MATRADE.

In 2003, Dato' Noharuddin was promoted to Deputy Chief Executive Officer (Promotion) and was trusted to lead MATRADE as the Chief Executive Officer in 2006 – the rank he presently holds.

Merit and Awards:

- UK Chartered Institute of Transport Member (1978)
- Diploma in Public Administration at Institut Teknologi MARA (ITM), Malaysia (1986)
- Diploma in Trade Policy at GATT, Geneva, Switzerland (1988)
- MBA from the UK University of Birmingham (1992)
- Harvard Business School Advanced Management Program (2006)

Involvement in Task Forces, Councils and Committees:

- Focus Group on Services; (Co- Chairman)
- Malaysian Design Council (MRM); (Board Member)
- Malaysian Education Promotion Council; (Member)
- Trade Facilitation Action Council; (Member)
- SME Marketing Committee; (Member)
- Malaysian Furniture Promotion Council (MFPC); (Board Member)
- Malaysian International Islamic Financial Centre (MIFC); (Member)
- Mesyuarat Badan – Badan Berkanun; (Member)
- Persyarikatan Malaysia; (Member)
- Malaysian Services Development Council; (Member)
- Professional Services Development Corporation (PSDC); (Board Member)
- Multilateral Trade Negotiations Committee (MTN); (Member)
- Blue Ocean Steering Committee; (Member)
- Malaysia Furniture Industry Council (MFIC); (Member)
- National Branding Task Force (Co-chairman)

Given the decline of the world's traditional and finite fossil fuel sources and their increasing scarcity, the government of Malaysia recognise that advancements in research and development and implementation of green services technology will serve to fulfill the ever growing demands for energy from both domestic and globally.



Malaysia's National Policy on Green technology was launched by the Prime Minister on 24 July 2009. Among the objectives of the National Policy are to facilitate the growth of green technology industry and enhance its contribution to the national economy, to increase national capability and capacity for innovation in green technology development, to ensure sustainable

development and conserve the environment for future generations, and to enhance public education and awareness on green technology. The main sectors under the National Policy are energy, building, water and waste management and transportation sectors.

Malaysia is currently active in several areas of green technology and is extensively participating in the research, development and implementation of environmentally friendly buildings as well as in power generation, manufacturing and its many processes and methodologies. The trends of Green technology in the industry was first initiated by companies and manufacturers offering green products designed to reduce carbon emissions and products developed from renewable sources such as rubber tyres, left-over woodchips and empty palm oil fruit bunches. Light Emitting Diodes (LED) were produced to replace incandescent bulbs. These products are designed to make a positive impact on the environment.

The Malaysia Green technology Centre or Pusat Teknologi Hijau Malaysia is a Green Energy Building (GEO) which integrates Energy Efficiency (EE) and Renewable Energy (RE) in a single building. The building demonstrates that GEO concept can be realised using available technologies and optimising on an environment in which solar generated electricity and daylight are in abundance.

Malaysian companies have also shared their expertise in green technology initiatives abroad such as District cooling systems including plant construction, operation and

maintenance. The district cooling systems incorporates thermal energy storage which provides greater benefits in terms of low air-conditioning running costs, high efficiency systems and optimum operation as well as maintenance. The incorporation of 'Go Generation technology' results in greater power supply reliability and security, high efficiency systems and the availability of heat or steam for industrial processes, desalination and domestic applications.

Malaysia's commitment towards forging a global strategy to protect the climate system began in 1992



with the signing of the United Nations Framework on Climate Change at the Rio Earth Summit. To further reiterate Malaysia's commitment towards Green Technology, the Ministry of Energy, Green technology and Water was established in April 2009 to ensure that Malaysia fulfills its obligations towards a cleaner environment as well as addressing the concerns on

global climate change. Malaysia's global commitment in protecting the environment and climate system was reinforced at the United Nations Climate Change Conference in Copenhagen in December 2009 when Malaysia pledged to reduce its carbon footprint by 40% over the next several years towards 2020.

"As the national trade promotion agency, MATRADE provides assistance to Malaysian companies of green products and services by identifying opportunities and potential buyers and business partners overseas. Through its network of 40 overseas offices, MATRADE has a wealth of market information and the expertise for exporting Malaysia's green technology," said Dato' Noharuddin Nordin, CEO of MATRADE.

In efforts to showcase the country's capabilities in green technology, MATRADE has launched a directory cum publication, "Malaysia-Excellence & Capabilities in Green technology" during the official opening of the Malaysia Services Exhibition (MSE) in Dubai by Dato' Sri Mustapa Mohamad, the Minister of International Trade and Industry of Malaysia on 13 April 2010. This publication, apart from highlighting Malaysia's ongoing efforts in the development of green technology, also lists companies offering green technology. The publication serves to create greater awareness of the broad spectrum of expertise and technologies available in Malaysia.

WELCOME ABOARD!

Congratulations and a warm welcome to all our new members who joined the Institute from January to October 2010. We really appreciate your support and hope that together we can contribute towards achieving greater excellence in the professional field of marketing management.



Malaysian Biotechnology
Corporation Sdn Bhd



Primanora Medical Centre

Corporate Membership Renewal

A total of 25 Corporate Members renewed their membership with IMM during the period January to October 2010. Special thanks to PLUS Expressways Berhad and Universiti Sains Islam Malaysia (USIM) for renewing their Corporate Membership for 2 years up to 2012.



PLUS Expressways Berhad



Universiti Sains Islam Malaysia
(USIM)



SME Corporation Malaysia



Asturi Metal Builders (M) Sdn Bhd



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Malaysia Airlines Cargo Sdn Bhd



University of Malaysia



Media Prima Berhad



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Edaran Otomobil Nasional Berhad (EON)



Projek Lintasan Kota
Holdings Sdn Bhd (PROLINTAS)



Masterskills (M) Sdn Bhd



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Utusan Melayu (Malaysia) Berhad



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Universiti Utara Malaysia (UUM)



Universiti Tun Abdul Razak



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Malaysia



CIMB Bank

New Ordinary Members

IMM registered eighteen (18) New Ordinary Members for the period January to October 2010. We extend our warmest welcome to the following members and look forward to a long and fruitful professional relationship.

Name	Job Title	Company
Puan Sharifah Raudhah Syed Ismail	Owner	FACE2FACE TECH
Dr. Chin Yew Sin	Group Marketing Director	5G Media Berhad
Encik Mohd Hafizan Bin Kamarulzaman	Executive Director	Kertas Kreatif Events & Printing
Puan Armiaati Mohd. Ismail	Business Development Manager	AAA Urus Kira (M) Sdn Bhd
Puan Roslin Binti Bakar	Director	Zahir Vision Sdn Bhd
Mr. Logindran s/o Thiruvengidam	Marketing Director	Millennium One Frozen Food Suppliers
Puan Siti Rahimah Binti Nor Rahim	Manager	UMW Toyota Motor Sdn Bhd
Mrs Julia Koh	Director	Brand 360 Degree Sdn Bhd
Mr. D. Charanjit Singh A/L Jangir Singh	Director	CREB Business Centre Sdn Bhd
Mr. Harjindar Singh Gill	Business Centre Manager	CREB Business Centre Sdn Bhd
Mrs Hardeep Kaur	HR Specialist	IBM Malaysia Sdn Bhd
Puan Hanim Binti Misbah	Lecturer	Universiti Sains Islam Malaysia
Mr Jaswindar Singh Bhar	General Manager	Cosmoscape Sdn Bhd
Puan Ruziah Abd. Jalal	Operations Manager	Gateway Inn Management Sdn Bhd
Mr Ashok Rudy Ratnanesan	Executive Director	Acquire Sdn Bhd
Mr. Chan Wey Loon	Director	SLS Associates
Ms Teo Hock Kim	Marketing Manager	MMT Management Sdn Bhd
Ms Melissa Wong Koon Yong	Self-employed	Think Tank Enterprise

MEMBERSHIP UPDATE

Marketeer

Renewal Of Ordinary Members

We thank the following nineteen (19) Members who renewed their membership with IMM during the period January to October 2010.

Name of Member	Job Title	Company Name
Mr Ng Chong Lim	Marketing Manager	Cew Sin Plastic Pipe Sdn Bhd
Mr Leong Chee Kin	Senior Sales Executive	Chemi-con (M) Sdn Bhd
Puan Faridah Rohani Rais	CEO	Beyond Brand Communications
Encik Jaffri Amin b. Osman	Managing Director	World Communications Network Resources (M) Sdn Bhd
YBhg. Datuk Ruslan Hassan	Chief Executive Officer	SYABAS
Encik Mohamad Riza Bin Dato' Abdahir	Manager	JOPAM Trading Sdn Bhd
Mr Ganeshwaran Thanapalasing	Private Tutor	-
Ms Sherly George	Lecturer	Multimedia University
Dr. Mohd Ismail ahmad	Lecturer	Multimedia University
Mr Mazen Hassan Abdul Jabbar	Faculty of Business Management	UiTM
Mr Tan Vin Sern	Manager	Blossom Paragorn Sdn Bhd
Mr Kanendran T. Arulrajah	Director	Sunway International Business & Management Sdn Bhd
YBhg. Dato' Syed Danial Syed Ariffin	Chief Operating Officer	Puncak Niaga Holdings Berhad
YBhg. Dato' Ir. Lee Miang Koi	Chief Operating Officer	SYABAS
Mr Paul Andrew Sinappan	Manager	Pharmaniaga Berhad
Mr Terry Ong Ning Yan	Managing Director	Talent Cap Sdn Bhd
Mr Vince Chua	Managing Director	Biofact Life Sdn Bhd
Prof. Dr. Samsinar Md Sidin	Lecturer	Graduate School of Management – UPM
Prof. Abdul Hamid Mohamed	Deputy Director	Institute of Small & Medium Enterprise Universiti Malaysia Kelantan

Student Membership

IMM registered a total of twelve (12) new Student Members from various universities in Kuala Lumpur for the period January to October 2010. We wish to extend special thanks to these new student members.

Name	University
Mr Alfuhaigi Sari Salem G.	University of Malaya
Mr Almadani Feras Mohammed A.	University of Malaya
Mr Alkhatani Khaled Nasser	University of Malaya
Encik Abdul Manaf bin Borhan	Universiti Utara Malaysia
Cik Shafinar Binti Tahir	Nil (Young entrepreneur)
Cik Aezzaddin Azalea Zainuddin	Nil (Young Entrepreneur)
Mr Hossein Tahernejad	Multimedia University, Cyberjaya
Ms Zahra Seyed Ghorban	Multimedia University, Cyberjaya
Ms Soroor Ameri	Multimedia University, Cyberjaya
Mr Amin Maghsoudi	Multimedia University, Cyberjaya
Mr Chow Koon Lam	Multimedia University, Cyberjaya
Ms Taremeredzwa Grace Makomva	Linton University College, Mantin

Life Membership

IMM is proud to announce that it had approved Life Membership for two (2) members in March 2010.

Name of Member	Job Title	Company Name
Kapt. (Rtd) M. Shanmugam	Training Consultant	Teamcoach International Sdn Bhd
Mrs Mary Fatimah Gordon	Director	Adventure Based Learning Sdn Bhd

Fellow Membership

We wish to extend our special thanks to our member for renewing the Fellow Membership for the period May 2010- May 2011.

Name of Member	Job Title	Company Name
YBhg. Tan Sri Rozali Ismail	Executive Chairman	Puncak Niaga Holdings Berhad

Appreciate One Another

By
DATO' BRIDGET MENEZES

When we realize that no two individuals are alike and that even brothers from the same parents are different, we can appreciate diversity.

A garden is filled with various plants and flowers, each having its own unique beauty. Each flower exudes its own colour and fragrance. All are unique in their own way and when put together, they become a bouquet. Likewise, human beings of various creed and culture unite to make our world a beautiful place to live in, provided all appreciate one another's differences and contributions.. For instance, we enjoy the paintings of an artist and his interpretation of the subject; an actor and his ability to act different roles; a beautifully built house with inspiring architectural components. All these people exude a special quality which reflects their inner virtues.

"For instance, we enjoy the paintings of an artist and his interpretation of the subject; an actor and his ability to act different roles; a beautifully built house with inspiring architectural components."

Many of us fail to see and appreciate the beauty surrounding us; instead, we single out faults and problems. Let us aim to be more positive, starting by not criticizing others who are unlike ourselves. See the bright side of how both parties can work together, complementing each other's shortcomings and strengthening each other's strengths. If you are able to appreciate the big picture, who then would attend to the minute and micro-details? Try balancing one's aggressive nature with gentleness, frank disposition with subtle words.

Thought for reflection:

Unity requires that we look on everything with an impartial eye.



DATO' BRIDGET MENEZES

was born in Goa, India. A naturalized Malaysian she was trained as a musician. She is an inspiring and much sought-after speaker, counselor and motivator on topics relating to self-improvement, positive thinking, stress management and others. She is well known for her cheerful disposition.

She has done several talk-shows and now has a daily Self-empowerment programme on RTM Radio 4. She has also presented on RTM TV 2, TV3, NTV 7 and ASTRO. She has a weekly column in the New Straits Times, Borneo Post Kuching and Sabah Daily Express. She also writes for The Star. She has published a book entitled "Self-Empowerment" and it became the No.1 best seller in 2005.

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