



E-Learning Manual 2022

Learn your way through basic Entrepreneurial skills for small-scale business opportunities



Developed by: Her Wellbeing Society Kuala Lumpur and
Selangor (HWSKLS)



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We like to thank the mothers from the community who actively participated in community-based activities to enhance their well-being over the one-year project with *HWSKLS*. Mothers' pictures and quotes are included to ensure the skills below align with their needs.

Acknowledgement Message

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E-Learning Manual

Overview

This manual is designed for **B40*** **mothers** who could enhance their well-being by building on human capital development. Human capital is composed of knowledge and skills that are acquired through schooling, on-the-job training, and other kinds of experience. Many B40 mothers venture into small businesses, and they can do this because they already possess multiple skills.

This manual is designed through **interactive sessions** with B40 mothers who have **self-learning skills** but also require training and resources to help them enhance their **business skills**. Skills such as talking to customers, working in a team, and negotiating with suppliers are all essential skills to acquire in the ever-evolving world.



Therefore, this manual is designed to address basic soft skills such as a basic overview of entrepreneurship ability to manage basic programmes such as **Word, Excel, Google Meet, or Zoom** and usage of social media platforms as tools to improve their economic conditions.

Mothers with **entrepreneurship skills** can better navigate the challenges of the rapidly changing job market and business ventures available to them. Such skills will help the mothers to focus and monitor the opportunities that they create over time. And, when needed, use such skills to improve their economic situation.

* Malaysians are categorized into three different income groups: Top 20% (T20-Monthly Income more than RM10,960), Middle 40% (M40-Income more than RM4,850), and Bottom 40% (B40-income below RM4,849).

E-Learning Manual

Content and Objectives



► **1-Basic overview of entrepreneur skills**

It aims to make the potential entrepreneurs able to analyze the environment around them and make suitable decisions about the product/services they wish to offer/sell.

- Entrepreneurs should have basic knowledge of how a market operates. Therefore, one should do a quick assessment, i.e. market surveys for projects/businesses/skills/services/products of their choice. The example provided here is the most preferred option proposed by mothers - food products or childcare services.

► **2-A Basic overview of the use of Word documents**

It aims to provide skills in creating and updating individuals or business profiles.

- Such learning is essential so that mothers who want to expand their business or look for potential investors/clients may need to write a business plan or communicate formally by creating product/service updates via flyers for their potential customers.

► **3-Basic overview of Excel sheet**

It aims to provide skills in creating and updating an annual household or managing a small business expense sheet.

- *Excel* is a powerful tool that has become entrenched in business processes worldwide—whether for monitoring expenses or budgeting or organizing client sales lists. A mother could also use it to manage her small business or household expenses.

E-Learning Manual

Content and Objectives



► **4-Basic overview of Canva.**

It aims to provide skills for graphic design platforms used to create social media graphics or flyers/pamphlets.

- In the digital marketing era, small businesses can use *Canva* to promote their services/products for branding and creative marketing. Mothers can use such designs to promote their services/products on social media platforms.

► **5-Basic overview of how to create and maintain a social media account.**

It aims to provide basic information on initiating and maintaining a *Facebook*, *Instagram*, and *Tik Tok* account.

- Mothers can use such platforms to showcase their services or products, attract customers, get customer feedback and build customer loyalty.

► **6-Basic overview of using Google Meet and Zoom.**

It aims to provide basic information on scheduling or joining a *Google Meet* or *Zoom* meeting online. This overview will also include a session on how to use such platforms effectively.

- Time management is a crucial aspect of a mothers day. Online meetings are helpful because it reduces commuting time with suppliers, clients, and others. Hence such skills will enable her to reach and also improve efficiency.

Entrepreneur Skills



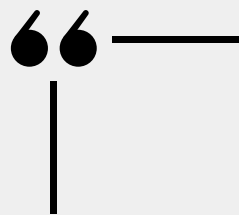
If you are considering becoming an entrepreneur, there are several basic skill sets that you can develop to increase your entrepreneurial success. Hard skills—like technical and financial skills—can be essential to managing a business. Soft skills—like communication, leadership skills, basic use of word documents, basic excel sheets, and basic social media skills are equally important to promote your business to a broader audience.

What are entrepreneurial skills?

Entrepreneurial skills can encompass various skill sets like technical skills, leadership and business management skills and creative thinking. Such skills can be applied to many job roles and industries. For instance, you may need to develop your business management skills to be a successful business owner who can sustain such ventures over time.

Hence, develop a list of questions the following can form the basis of what you would like to do and who could be your potential clients:

- is there a demand for my product or service?
- what sales can I expect?
- who buys my products (e.g. age, gender, income, occupation, lifestyle)?
- what is the best price for my products or services?
- how should my products look, feel, taste, etc.?
- what is the best location for my business?
- are other businesses offering similar products or services?
- is there sufficient demand for my product to make the business viable?



Word Document



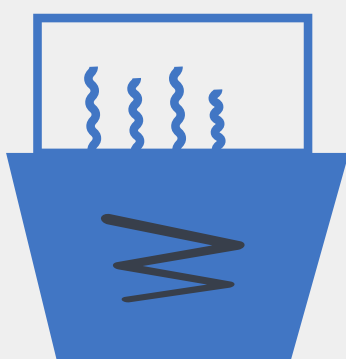
What

Basic Overview

It aims to provide skills in creating and updating a resume or a business profile on yourself or the business/service you offer.

There is multiple use of Microsoft Word. Other than developing your resumes/business profiles/writing letters and invoices or even producing a brief product fact sheet. In addition to business or self-use, mothers could also use Microsoft Word to document their daily stories, help their children with homework, write down something that she requires, or use it as a simple text editor.

Microsoft



word

“
Learn your
way through
basic
Microsoft
programs for
day-to-day
use
”

Word Document

How

Microsoft Word already provides many custom-built templates, such as invoice business profiles, flyers, letters or business reports. Watch this video:



Source: Lisa Doe, 19th Feb 2020. Microsoft Word Tutorial for Beginners; How to use Microsoft Word.





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I heard of CV or biodata during my school days, but I thought I had no skills, so I never thought of updating my biodata. Now I know that it is crucial to maintain a profile update, which is also something like a bio data/CV. So learning how to use word documents is needed to update our resume or business profiles. Initially, I thought a business profile was only for big businesses. Now, I know I can create an overview of how and what form of business I am doing and promote this on my social media. These days such an overview will help keep my information updated and maybe even open new opportunities for me to engage actively.

Mother's quote - P9DRNB

”

What we value

Microsoft Excel



What

Basic Overview

It aims to provide skills in creating and updating an annual expense sheet. A mother could also use it to manage her small business or household expenses.

Managing an excel sheet is a technical skill that every entrepreneur should have. Because it is the most basic and most accessible tool, there is. It helps you stay organized, even if you only manage basic household expenses. Excel goes further from primary use to data storage with its excellent analytical tools.

If you are a beginner entrepreneur, you should learn Excel when starting. It will help ensure you're ready to handle data when your business grows. So, what should you know about basic Excel? This section will explore the basics that you need to know about this program.

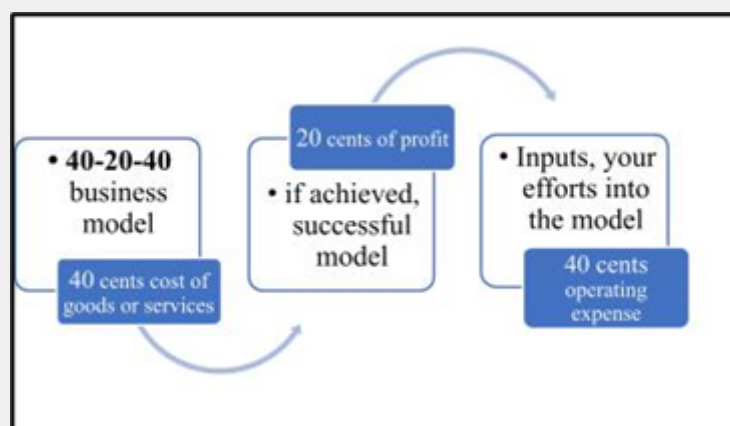
Excel is a program that comes with the Microsoft Office suite. It helps entrepreneurs or anyone who deals with data. This includes gathering, organizing, and storing it in spreadsheets.

You might wonder what a spreadsheet means; it is a worksheet with rows and columns. You can enter all the data you want to store in the rows and columns. Then, you can save the Excel spreadsheet and access it later when you need it.

There are different data types that you can store in spreadsheets. They include inventories, expenses, debts, and income. Besides storing such data, you can work around it within the spreadsheet. But this requires you to know a few basic and advanced Excel formulas.



If you start to use excel for your business, remember this essential formula. In a perfect world, out of every ringgit you earn, 40 cents should cover the cost of the goods sold, 40 cents should cover your operating expenses, and the last 20 cents should be pure profit. This scenario – let's call it the 40-40-20 model – is not always achievable but provides a helpful guideline.



How

In this section, we will show you an introductory video on how to manage your household expenses. This overview will help map out basic expenses and understand profits if you start using a similar programme for business use.



Source: Leila Gharani, 4th Feb 2021. *Excel Tutorial for Beginners; How to use Excel.*





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I learned what I know about business by doing it. But there are some programmes or people who have come by to teach us how to do or use certain knowledge to manage a business. But it's always based on a business or programme they want us to learn. It's never what we need, so it doesn't help. Hence, what we learn is quickly forgotten. I usually keep a book or paper with simple expenses but as you know, this gets misplaced. So, using excel on my phone or my child's computer will be helpful”.

”

Mother's quote - P5DRNBA

What we value





Basic Overview

It aims to provide skills to create a design or visual graphic from straightforward content.

What

Canva designing software is usually offered free for a month. It permits you to create stunning designs. With Canva, you can create professional designs for your business or personal brand without prior design experience. You can select from various templates to custom-design the product or service you intend to extend to your potential clients. You can add text and images and share your designs with others. All you need is a computer and an internet connection.

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How

In the Bahasa version of the manual, there is a video from Ms Noorulain Raja, a psychologist who has done many social media advertisements for her employers over the last 5 years; has put together a brief on how to use Canva. In this video, Ms Noorulain will use Canva to promote a particular product. The product she will showcase in this video is henna. She has helped sustain a henna family business over social media platforms. Ms Noorulain, will start with basic login options to select a design and create one to promote a henna product. For the English version, the video shown here is from Ms Marley Jaxx.



Source: Marley Jaxx, 13th Oct 2016. Canva Tutorial: How to Use Canva for Beginners





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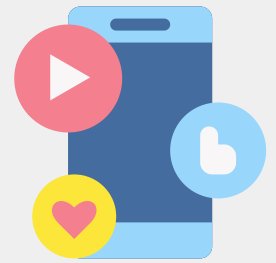
I usually request my daughter to take pictures of my jewelry products, then she will post it on my social media. I need to learn to do this independently because my daughter can only help me when she has the time. So learning a programme that can help me do this and do it the way I want it to be done will be very useful.

”

What we value

Mother's quote - P54BRNBAK:

Social Media



Basic Overview

It aims to provide basic information on initiating and maintaining a Twitter, Facebook, Instagram and Tik Tok account. It is hoped that mothers will use such platforms to showcase their information carefully and use it for essential business use.

What



Social media platforms are essential tools for any successful entrepreneurial effort. Given that there are 3 billion social media users around the world, it's clear that these networks can help you promote your business. You can also get in touch with your target audience and engage them, check on your competitors, and keep up with the latest trends in your industry. But don't let that seemingly straightforward process of creating posts and publishing them deceive you – that's just the final step, preceded by a lot of research and planning.

Here's what every entrepreneur should know to take advantage of social media.

1. Know how you are targeting your messages. For instance, if you want to sell nasi lemak to mothers with children on FaceBook (FB) then create a social media post with a food image next to a mother and child. Then ensure that when you boost the FB post target, select women between the ages of 25 to 45 years old within your location.
2. Monitor your post. Be responsive; ensure you address any comments that come your way, be it positive, a query or even a negative quote. Respond quickly to anyone. Don't shy away from a negative comment or question, a reaction or a message; all this could be a potential sale.
3. Provide value; It's based on the psychological principle of reciprocity – when you give something of value to your audience, they will feel obligated to return the favor. In other words, by producing helpful content which offers solutions to their problems, you provide your audience with something valuable. What's more important, you don't ask for anything in return. They'll recognize your noble intentions, and you'll win their loyalty. For example, coming back to the nasi lemak, include some valuable information in your post. For example, add calorie count or nutritional aspect to the dish so that mothers can see added value to the purchase.

How



Source: nibusinessinfo.co.uk. 12th Jan 2016. *How to use Facebook For Business*



Source: *Learn With Shopify*. 7th Sept 2021



Source: *All in one Social Media Management Tool*.
11th May 2022 on Tik Tok.

Google Meet & Zoom



Basic Overview

- It aims to provide basic information on scheduling or joining a google meet or zoom meeting online. This overview will also include a session on how to use such platforms effectively.

What

Virtual meeting platforms are video applications and software that bring people together over the internet. Usually, this software includes a form of video conferencing, as well as tools like chat, reactions and screen sharing. Examples of this software include Zoom, Webex, Google Meet, Lifesize and Jami. These apps are also called "online meeting platforms."

Since the COVID-19 pandemic, such platforms have become quite famous. Anyone can connect at any time from anywhere as long as you have an internet connection and have an invite (meaning a URL link).

You can click the link from any handheld device such as a phone/smart pad or laptop. Upon clicking the link, you will go directly into the online meeting. Remember, the person who creates or invites people to the online meeting has access and can permit people into the meeting. Here we will discuss two such options for an online meeting.

1. **Zoom**

Zoom is a popular video conferencing platform infamous for being easy to use. You can invite anyone to a Zoom meeting with a URL, even if your attendees do not have a Zoom account. Once the invited members click on the URL, they will instantly join a virtual room with the rest of the members and the invitee.

2. **Google Meet**

Google meet feature is easy to use and can be the right option for a small business. Google originally developed Google Meet as a virtual meeting platform for anyone with access to a gmail account. Google Meet can host up to 250 participants and offer live captions and anti-abuse features.

Meet on any device and anywhere. Your guests can join from their computer using any modern web browser—no software to install. On mobile devices, they can join from the Google Meet app

Few things to keep in mind when conducting or accepting an online meeting

Professionalism must apply, although you may now attend meetings and have an introductory chat with a potential new client from your home's comfort (or discomfort). The same level of professionalism that is required in face-to-face encounters must also apply to an online meeting.

The following are four tips to achieve a professional online meeting experience:

- Prepare yourself for the online meeting: take some time to review the aim/objective of the online meeting, who will be there, and what could be the main focus of the discussions. If possible, gather some information on the topic/issues to discuss and prepare a question to ask so that the conversation is interactive (i.e. aim for two-way communication). Keep a pen and notepad within your reach so that you can make notes if needed or write down any information that may be relevant. If possible, find a quiet space for the meeting or a corner with limited interruptions.
- Appearances matter; Join the meeting a few minutes earlier so you can view yourself in the video camera to see if the lighting is adequate and your attire looks presentable. It is always recommended to blur out your background (the video below will show how to do that). Make sure you speak clearly and maintain a good posture. Check your microphone setting within the device you use for the online meeting.
- Stay connected; Online meetings can hinder human connection, so, when possible, have the video on and remember to stay engaged through your body language (meaning try not to move a lot or do other things during the meeting). If you foresee distraction and are not the one who is hosting the meeting, switch off the video, attend to what is needed, and come back on as soon as possible. Ask questions or seek clarification if some information is unclear. Never hesitate to ask because everyone understands that slow internet connectivity can impact online discussion. So, ask questions or seek clarification when needed.
- Don't forget small talk or the famous Malaysian greeting "*Sudah Makan?*"; If the invited guests are also as early as you, offer the usual greeting as you will for a face-to-face meeting. Say hello and introduce yourself via voice, or you can even introduce yourself by dropping an introduction message in the chat box. For example, "Wa 'alaykumu s-salam/Good day, I am Puan Sakinah, thank you for being early". Ensure that this doesn't interrupt anything else. This form of light communication helps in strengthening the networking/the human connection with other parties online.

How



Source: Jen Jonson. 1st April 2020. How to use Zoom Basic



Source: How do you Do. 23rd Jul 2021. How to Use Google Meet in 2021

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- **Learn** with Shopify -Instagram Marketing
- **Later:** All-in-one Social Media Management Tool
- **How Do you Do?**- Google Meet Basics

