

# nexnews

## NEXNEWS: WHAT CAN WE LEARN FROM OUR SPEAKERS? PART 1.

We've listened to nine speakers throughout the induction week talking about different but related topics based on their experience and expertise. So what are the invaluable insights we can take from these speakers?

In this newsletter, we've categorized each speakers' topics into 3 main areas along with their take-aways, starting with TOPIC 1:-

### STARTING YOUR OWN BUSINESS & KNOWING THE BUSINESS ENVIRONMENT

Speakers:

- **JAVED AHMED**, CEO OF DARUSSALAM ENTERPRISE on Business Environment in Brunei
- **LIM SEI KEE**, FINANCIAL OFFICER, REGISTRAR OF COMPANIES AND BUSINESS NAMES (ROCBN) on How Do I Register My Business?
- **PG. ZAMRI PG HJ BUJANG**, CO-FOUNDER OF AIDIJUMA / ACTING PRESIDENT OF SMARTER on Starting From Scratch
- FORUM SPEAKERS - **SHAZRINAH SHAZALI** OF FUEL'D, **HAJI SYED MOHD YASSIN HJ SYED ANAYATULLAH SHAH** OF BATTLE PRO MARKETING AND MANAGEMENT SERVICES, **HAJI LOQMAN AL-HAKIM HAMDAN** OF AL-HUFFAZ MANAGEMENT & **PG. KHAIRI PG HJ METUSSIN** OF MINDPLUS EDUCATION SDN BHD on We Never Looked Back



JAVED kick started the Nex.US induction week as our first official speaker by talking about the general business environment in Brunei. He focuses primarily on the current business climate, particularly the state of local small and medium enterprises (SMEs).

Javed Ahmed talked about market opportunities, and the challenges faced by businesses in the ever-changing global economic climate. He added that SMEs have the potential to develop further beyond their present markets, if the operators have the capacity to boost their skills and knowledge to become more competitive in both locally and internationally.

Some of you asked on Sli.do:

***“There are lots of mention of f&b biz, what are other areas that Brunei have potential in terms of MSME”***

***“If business proposal is redundant, more than one person have the same type of business in F&B, will each of them have equal opportunity to develop the business?”***

**According to Javed - there's always room for more people in the market; there will always be demand, even if there's a similar F&B pop-up, it's just a matter of execution.**



**So how can you become a part of the environment that Javed talked about?** This is where ROCBN comes in. The first step in becoming a real business is registering that business. When you have an idea, and you've figured out your plans, this is one of your first steps. ROCBN makes it easy for business owners – just go online to their web, understand the requirements needed to register your business, fill in some forms and, one of the most important if not nerve-wrecking step, is to pick a name for your business!

You may have asked yourself – **I want to start my business, but how can I do this?** Based on the forum talk we had with the 4 different start-up business owners from 4 different industries, is **to be persistent. Be stubborn. Believe in your idea(s).**

All of them came from different backgrounds and different starting points – SHAZRINAH said that her idea came from **realizing a gap in Brunei** for the lack of 'fast healthy food'. **With her passion for cooking**, she started cooking healthy meals from her own kitchen and sold them. Above all – similar to the other 3 forum speakers, she started off as a 'one man show' - she was her own cook, her own social media advertiser and her own deliverer. Once she stabilized her business, she partnered with a friend and to cut story short, is now the owner of the successful healthy eatery called Fuel'd.



PG. KHAIRI, on the other hand, stated that to be part of a constant fast-moving environment, **one must have thick skin**. He said he encountered more rejections that he could count when he started pitching his business proposal plans. A lot of people told him his choice of career path was wrong – but it took **perseverance and dedication to consistently throw himself at any given opportunity**. **The key is to not be afraid of these challenges; but to brave yourself to go through the process.**

HAJI SYED credits part of his success to **having a mentor**; to him, it's one of his keys for success. He talks about the importance of having someone who has an objective perspective to be able to help push you in the right direction.

LOQMAN'S case is slightly different than the other 3; initially he wanted to find a job within the government or private sector. He struggled securing a permanent job for himself so he, similar to Shazrinah, put what he was passionate about into work, which is the love for Quran-reading. He said he started offering his services to close family and friends, and later expanded his business by taking on a team and expanded that business by offering to teach virtually.

Javed and the four forum speakers emphasized that even though there are other business owners who have a similar businesses or ideas as you, you need to learn to work around that, and constantly ask yourself, **"how can I be better?", "how can I be different?", "what is unique about my business that distinguish me from my competitor(s)?"**



PG. ZAMRI speaks no differently than the others above on this matter, he highlighted **that the journey to being your own boss is a lonely journey – people will leave, people will not believe in your vision, but according to him, which can be applied to aspects our lives as well, is that don't give up – success won't come overnight; it's made up of time, effort and sacrifice before it comes.**

To summarise, **the path to success is not a straight line, there are many difficult obstacles, but if you stick with it, and believe in it, success will come, insyaAllah. Someone else will have similar ideas but if you don't start, you'll never know if you're going to be successful. You could be the next big thing.**



**In the following week, we'll cover topic 2, which will be on the general financial literacy by AMBD, BIBD and TAP.**