

Tradepreneur: Grow Your Business Through Trade At PRIM-PRIA Kampung Pandan, Malaysia

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Abstract. Today's global economic landscape is dynamic, and driven by globalization, which offers new trade opportunities and presents challenges such as intensified competition. Small and medium-sized enterprises (SMEs) drive economic growth through job creation and innovation. However, they face constraints in international trade, such as limited capital and network barriers. Global trade can expand market presence, increase financial returns, and provide access to new technologies. Success in international trade for SMEs requires comprehensive support, which includes trade tactics, risk management, legal compliance, and global marketing skills. Education and learning nurture entrepreneurship, not an innate trait. The “Tradepreneur: Grow Your Business from Trade” initiative emphasizes education and mentorship as critical resources that empower entrepreneurs and SMEs in international trade, enabling higher business achievement.

Keywords: tradepreneur, business, trading, PRIM PRIA members

1 Introduction

In the contemporary global milieu, we witness a dynamic and continuously evolving economic landscape. Globalization has not only paved the way for new opportunities in international trade but has also ushered in a slew of challenges, including heightened competitiveness and the intricacies of global markets [1].

Small and medium-sized enterprises (SMEs) emerge as pivotal drivers of economic growth across diverse nations. Entrepreneurs assume a critical role in the realms of job creation, innovation cultivation, and substantial contributions to local economies. Nonetheless, SMEs often grapple with an array of obstacles, encompassing constrained access to financial capital [2], impediments in network establishment and market penetration, and a dearth of proficiency in executing effective trading strategies.

International trade presents a promising avenue for substantial expansion within the commercial landscape. Through trade engagement, small and medium-sized enterprises (SMEs) have the opportunity to broaden their market presence, enhance financial returns, and access emerging technologies and advancements.

Adequate education and comprehensive support are pivotal for the success of entrepreneurs and SMEs in the realm of international trade. This entails a profound comprehension of trade strategies, effective risk management methodologies, legal adherence, and proficiency in global marketing skills. Fundamentally, entrepreneurship necessitates both intrinsic motivation and external encouragement [3]. The impetus to pursue entrepreneurship is nurtured through acquired training and learning experiences [4].

In the context of the “*Tradepreneur: Grow Your Business through Trade*” initiative, the provision of education and guidance emerges as a crucial resource for entrepreneurs and small and medium-sized enterprises (SMEs) [5]. By bolstering their competencies and skills in international trade, this curriculum exhibits substantial promise in facilitating individuals to attain heightened levels of success in their business pursuits.

2 Methods

The methodology for implementing mentoring activities aimed at fostering entrepreneurial spirit and motivation progressed through the following stages.

2.1 Identification of Location and Targets

Preliminary research was conducted to pinpoint regions or communities necessitating business mentoring interventions centered around trading. Before commencing activities, the team initiated a process of socialization and introduction, elucidating the theme and benefits of the program to prospective participants. Engagement of pertinent stakeholders—including the local community, the Embassy of the Republic of Indonesia, and other relevant entities—was pursued to garner support and encourage active involvement. Subsequently, upon reaching a consensus, the implementation date was finalized.

2.2 Execution

Community outreach was conducted offline at PRIM and PRIA Malaysia. The activities kicked off with gauging participants’ interest in entrepreneurial pursuits through pre-test assessments. Following this, the facilitators delivered educational materials on entrepreneurial strategies revolving around trading. After the instructional session, interactive discussions ensued, culminating in a post-test assessment [6].

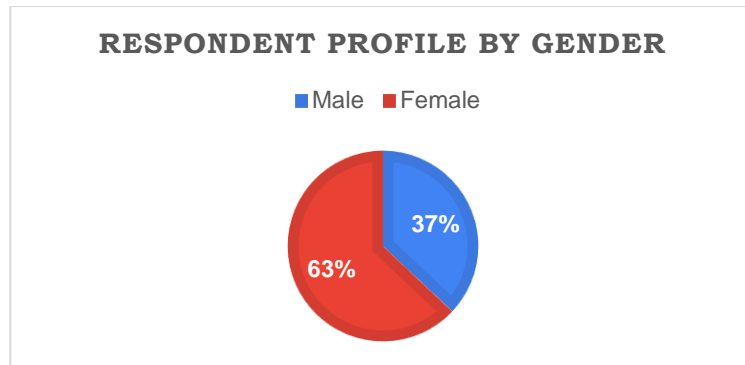
2.3 Evaluation

The purpose of this evaluation was to appraise the effectiveness and efficiency of the activities carried out in accomplishing the intended objectives of nurturing entrepreneurship and actively involving target participants. Some key aspects were assessed, encompassing the level of participation, participants’ comprehension, and tangible outcomes derived from the activities. Furthermore, gathering feedback from both participants and stakeholders was imperative to pinpoint areas for enhancement and guide future iterations of similar programs.

3 Results and Discussion

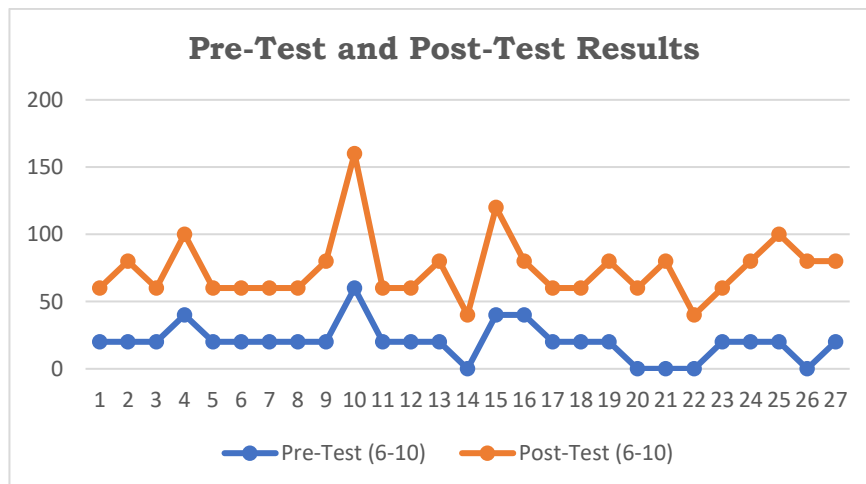
The execution of this community service with PRIM and PRIA Malaysia proceeded smoothly, following several implementation methods. The initial phase entailed identifying the requisite issues and needs. Based on these factors, the theme of the community service was

established. Subsequently, the implementation phase commenced, which included an opening session and introductions, followed by the completion of a pre-test by all approximately 27 participants. This was succeeded by the delivery of materials and practical sessions facilitated by resource persons, followed by interactive question-and-answer sessions. Finally, the session concluded with the completion of a post-test by all attendees. Here is a summary of the pre-test and post-test results, providing an overview of the overall performance of all participants.



Graph 1. Respondent Profile by Gender

As depicted in the diagram above, the community service program engaged 17 female respondents (63%) and 10 male respondents (37%), totaling 27 participants. These participants comprised members and officials of PRIM and PRIA Malaysia.



Graph 2. Pre-Test and Post-Test Results

The data presented above illustrates the outcomes of the participants' pre-test and post-test assessments. It is evident that, initially, participants scored an average ranging from 0 to 60 in the pre-test, suggesting a general lack of awareness and understanding regarding the concept of tradepreneurship and its processes [7]. However, after the delivery of materials, practical exercises, and interactive sessions led by the resource persons, there was a notable improvement in the participants' performance, with post-test scores ranging from 40 to 100. This indicates a

significant enhancement in participants' knowledge and comprehension compared to their initial state.

Several documented instances of the implementation of community service activities in Malaysia are depicted in the images below.



Figure 1. Delivery of Materials by the Resource Person



Figure 2. Group Photo with Participants

4 Conclusions and Recommendations

The community service activities—aimed at fostering trading businesses among the officials and members of PRIM and PRIA in Malaysia—were conducted offline. In carrying out this service, various activities were undertaken, including observation, location surveys, socialization, and mentoring sessions. We adhered to predetermined activity programs,

scheduling each one for implementation. From a social perspective, efforts were made to cultivate a sense of camaraderie among the participants, both officials and members of PRIM and PRIA Malaysia. Based on the results of the pre-test and post-test assessments, there is evident improvement in participants' comprehension of the delivered materials.

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