

Effectiveness of a Sifufbads Apprentice Module on SME Companies in Malaysia: A Case Study on Sifufbads Apprentice Student A Discourse from Islamic Perspectives

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Abstract--- *The main challenge currently faced by many SME's in Malaysia is the static sales. However, strategic training module in the market could be a contributing factor to the weakness. The Sifufbads Apprentice Module (SAM) provides Sifufbads Apprentice Students (SAS) with a structured educational experience related to accelerate apprentice static sales on a single digital branding topic. This study investigates the effectiveness of Sifufbads apprentice module on SME companies in Malaysia module in prompting three different areas namely USP, Value and Presentation. The SAM Thinking Frame guides Sifufbads Apprentice Students thinking, make them aware of their ideas and prompting them to revise their ideas considering sales via digital branding knowledge. We examined the Sifufbads Apprentice Students ideas about USP, Value and Presentation solutions before and after participating in the Sifufbads Apprentice Module to determine the extent to which the apprentice students' refined ideas: (1) were consistent with they collected training module throughout the module; (2) were drastically increasing sales; and (3) had progressed toward more sales ideas compared with their initial ideas (4) formula and strategy as preparation close high sales; and (5) Integration of platform marketing of online branding. The results indicate that the module was particularly effective for encouraging SME's to revise their ideas about static sales solutions such that their ideas were consistent with sales data and Islamic point of view in order to achieve incredible increment in sales by years.*

Keywords--- *Effectiveness, Module, SME, Apprentice, Islamic.*

I. INTRODUCTION

The structured Sifufbads Apprentice Module (SAM) provides Sifufbads Apprentice Students (SAS) with a structured educational experience related to accelerating their sales. This study examined the effect of the Sifufbads Apprentice Students (SAS) performances on static sales in an objective. Founder, Sifu Jamaluddin Bahari with his vision to be the most proven, most intensive, most up-to-date internet marketing and consulting provider in Southeast Asia in 2021 and globally in 2028 have five principles; 1) Integrity; 2) Compassion; 3) Accountability; 4)

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Resilience; 5) Excellence offered five programs; Level 1 - Seminar; Level 2 –Level 3 – Apprentice, Level 4 - The CEO respectively has term and conditions. Module for this program is broken into 6 9 components. This program is specially designed and complete for entrepreneurs who are committed to increase their sales. The program divided to 2 level Technical Workshop and bootcamp, and all intensive classes available at another level 3–(Intensive classes) supported by Gathering/Group Coaching, Bootcamp and Clinic.Participants will be guided and taught step by step to further increase their sales within a year.

Small and medium enterprise (SMEs) are playing significant contribution in the financial improvement, social elevating and political steadiness of each nation. SMEs are assorted in nature.SMEs can be set up for any sort of business exercises inurban or country territory. It can be considered as a back bone of national economy (Peters and Waterman, 1982; Amini, 2004; Radam et al., 2008). An SME is a small or medium-sized enterprise. According to the EU, definition of SME is a business with fewer than 250 employees, and a turnover of less than €50 million, SMEs make up around 99 per cent of all the businesses operating in the UK, and are therefore enormously important to the UK economy. Due to significant contribution of SMEs towards the development of the economy, various agencies, particularly that of government, have given a lot of importance on the development of SMEs. In order to strengthen the SMEs a number of programs and facilities are provided to enhance their performance and competitiveness (Abdullah et al., 2006). In this connection, the Malaysian government has persistently allocated resource for the development of SMEs.It also tends to be considered as a spine of national economy. Because of huge commitment of SMEs towards the advancement of the economy, different organizations, especially that of government, have given a great deal of importance on the improvement of SMEs. So as to reinforce the SMEs a number of projects and offices are given to enhance their execution and competitiveness. In this association, the Malaysian government has persistently allocated asset for the advancement of SMEs. Malaysian government distribution for the advancement of SMEs has been increased from RM 1,561.6 million in the Eight Malaysia Plan to RM 2,160.2 million in the Ninth Malaysia Plan (Economic Planning Unit, 2006). Notwithstanding the gigantic money related help the government likewise has set up other help projects, establishments and offices, for example, SME Bank, SMECORP and extras to give direction, advancement, generation productivity, Research and development activities, and item improvement (Central Bank of Malaysia, 2006; Ahmad and Seet, 2009)

The growing literature on the entrepreneurship module tends to argue that different approaches are required to support the study of entrepreneurship within a university setting. Education development is highlighted due to the imperative concern in developing entrepreneurs' knowledge and ability (Elmuti, Khoury, & Abdul-Rahim, 2011; Kirby 2004; Ramayah, Ahmad, & Char Fei, 2012; Rauch, 2015). In supporting the fact, Cooney, (2012); Kozlinska (2011) and Mwasalwiba, (2012) have proven that entrepreneurs imbued with education and training achieved greater success in enterprises where knowledge from various skills and capabilities are acquired during the learning process extensive discussion on the emergence of research concerning entrepreneur's In view of the research study, the problem statement is stated as follows:

'How effective is integrated curriculum for entrepreneurs imbued with skills, legal knowledge and Islamic ethics in developing resilient entrepreneurs in Malaysia?'

II. LITERATURE REVIEW

2.1 *Sifufbads: A History*

SifufBads is a brand that provide digital marketing learning solution provider, founded by Jamaluddin Bahari, also known as Sifu Jamal. The idea in business online was on-going on 2008 where Sifu Jamal starts online business as a part time since the founder worked at Jabatan Kerja Raya (JKR) as an engineer. Founder wanted to give it a first try after the he read a few articles about online business. However, he started to publish an E-book about the guidelines of husband and wife as despite of not having enough modal to start his own business. Moving more aggressively, he has succeeded in producing the second e-book, *Rahsia Lulus Temuduga Kerajaan*. Throughout internal engagements, he had his own seven e-books and cooperation from several companies. At that time, Sifu Jamal was only knowing as Jamal – E- book Expert. He was also involved in affiliate marketing, generating commissions by marketing other people’s product and also selling retail product such as Jam Azan, Digital Quran, Ear Detector and some other physical products. He is also active as a blogger.

In 2011, Sifu Jamal began to use Facebook marketing. In the same year, he started organizing seminars on e-books and e-mail marketing. Starting to seriously engage with Facebook marketing, he has conducted a study on the strategies, setting and features found in Facebook marketing and applies them to his own products. In 2012, Sifu Jamal started teaching a guide called FBO Techniques (Facebook Ads Optimization). Later, he started teaching Facebook Ads seriously using FBO Techniques. He also uses Facebook marketing to run affiliate business. Shortly thereafter, he started training and seminars. As a result of the business before, he has gained a lot of experience that can be shared with other traders. Sifu Jamal also began to advocate an intensive class about Facebook marketing in the early stages of the course. He began to teach and share Facebook marketing techniques and strategies to training participants for public, companies, government sector and various other agencies. Starting from that moment, the number of students who attended the class grew. He was able to share his knowledge and experience in Facebook marketing covering various business categories to his students. Until one day, an organizer invited him as a speaker for a convention, called Internet Expert Conventions and Sifu Jamal given a talk slot on Facebook marketing. At that time, Sifu Jamal searched for branding and a name that corresponded to the topic to be shared, namely Facebook marketing. In the last minute, ideas are present. Sifu Fb Ads, which was originally intended only to be used temporarily in conjunction with the convention, but the name continued to stick and became a phenomenon in online marketing exercises, especially Facebook marketing. From then on, Sifu Jamal decided to continue focusing on online marketing training. And from there, the SifufBads start December 2012, the sifufBads.com blog and SifufBads page were also built.

SifufBads Sdn. Bhd was officially registered with SSM in March 2013 which focuses on training and consultancy in internet marketing. The SifufBads brand has also been registered under the Intellectual Property Corporation of Malaysia. SifufBads Sdn. Bhd started with two staff and rented a small room in Bandar Tasik Selatan until SifufBads recruited 12 new staff within a year and a half after it was set up. Now, the SifufBads have over 20 members. SifufBads students started from 20-30 people initially, rising to 300 people, then 600 people, then 1000 people, 1500 and ever reaching 4000 people in one organizing seminar. Now, SifufBads already have students from Indonesia, Singapore and Brunei.

The satisfaction that SifufBads feels is to see their successful alumni. As it is roughly counted, over 100 alumni of SifufBads have become millionaires and many have changed their lives from zero and now succeed. Among them are famous brands such as Naelofar Hijab, Vida Beauty, Dianz, Mamadil, Caryazara, De'xandra, Wildan, and more. Their business success is the joy of SifufBads. To date, SifufBads has held seminars with more than 80,000 participants. SifufBads also has a business network with iconic and industry players such as Dato 'Husammuddin (Founder of the Karangkrak Group), Dr. Ari Ginanjar (Founder of ESQ), Prof. Muhaya and many more.

Beginning in 2017, SifufBads has started conducting internal training programs to government, corporate and SME companies. From the experience and expertise of Team SifufBads, these programs will make a huge contribution to the business sector in the country. SifufBads is also collaborating with responsible parties such as PSMB, MARA, MDEC, FAMA, INSKEN and others. To benefit more people, SifufBads publishes 13 books on inspiration and internet marketing and is currently producing more books on marketing and business management. Moreover, SifufBads was invited to first reality programme as a coach in Ceo Desa at TV3.

SifufBads was also received 9 awards such as Asia Pacific Top Emerging Entrepreneurs, Asia Pacific Top Excellence Brand, Special Award by TPM & JUMP, Ikon Usahawan 2018 (Pemasaran Digital), 100 Most Influential Young Entrepreneur, Excellence in Digital Marketing Consultation, Asia Pacific Top Excellence Brand Committee (APC), Asia Pacific International Honesty Enterprise KERIS Award, Top Asia Corporate Ball, and Malaysia Pioneer Digital Marketing Company Award 2018.

After several years exploring the world of online marketing and training. SifufBads will continue to drive forward more quickly and successfully. To further strengthen the brand, SifufBads has raised more than 50 billboards installed on the North-South Expressway (PLUS) and East Coast Highway (LPT) seta around the Klang Valley. Vision SifufBads is to be a prominent digital marketing learning solution provider offering tested and proven solutions accelerating business growth in South East Asia in the year 2021 and Asia in 2028.

III. METHODOLOGY / MATERIALS

3.1 Sifufbads Apprentice Module: An Introduction

The program was clustered into six components with specific objectives. Duration for each of the program start from one day up to one year depending on the apprentice desire and need. Module has been created base on scenario and requirement market in Malaysia. Statistic pre and post of apprentice' income and details recorded for a purpose to plan strategies on the drastic movement of achievement in the business.

Apprentice must attend level based on their sales performance and progress monitored by Sifufbads. Each groups experienced a different type of level about the module. All students subsequently participated in every level of training module. In details, Sifufbads have 6 components including two up to three days. Each of the components emphasize different objective in order to obtain excellent results of his apprentice. Component 1 lead the program by show step by step from basic to advance digital marketing technique and strategy. Component 2 will focus on advanced strategy including copywriting, launching strategy and advertising optimization. Component 3 and 4

highlight on intensive launching process and integrated recruiting agent. Component 5 and 6 will bring apprentice to be review and post-mortem by Sifufbads team.

Component	Apprentice program	Day 1	Day 2	Day 3
1	Premium workshop	i) Content marketing ii) Permission marketing iii) Engagement marketing	i) Integrated marketing ii) Follower gen iii) Copywriting	Group coaching
2	Bootcamp	i) Sales and marketing ii) Optimization iii) Business optimization	i) Business core ii) Copywriting mastery	Group coaching
3	Intensive launching	i) Image that sells ii) Trust booster iii) Create your sales	i) Launching phase ii) Seeding	i) Buzz marketing ii) Launch marketing
4	Intensive agent	i) Agent model system ii) Integrated agent recruiting iii) Train your agent	i) Leadership ii) HQ branding	i) Motivation and rewards system ii) Agent agreement
5	Premium group coaching	i) Group review ii) Circle iii) Strategy iv) Questions and answer		
6	Mastermid coaching	i) Group your business ii) Team building iii) Organization iv) Leverage your team		

3.2 Effectiveness of Sifufbads Apprentice Module

The effectiveness of the apprentice involved is evaluate by the form filled before and after the program. Positive and negative result after the program is monitor and remote by Sifufbads to ensure the technique delivered by him used by apprentice. Apprentice is required to answer structured questionnaire by Sifufbads team. In a progress of more than 7 years, he helps more than 10 well known apprentice in many types of business, service and product.

IV. RESULTS AND FINDINGS

4.1 Sifufbads Apprentice Students (SAM)

Successful apprentice listed under the program such as Founder De'xandra, Founder Vida Beauty, CEO Karangkraft, Founder Mamadil, Founder Dianz, Founder MarshmallowScarf. According to the testimony, we analyse using text interpretation software it reveals 3 themes; i) technique ii) Knowledge iii) Proven impact.

Testimony	Statement
Madam Ernayanee Nur	“Sifufbadslah yang bertanggungjawab atas kejayaan De’xandra! Teknik yang diajar telah buat saya ‘terpaksa’ ada ribuan tentera yang promosikan produk De’xandra! Bermula dari kosong, kini kami dah boleh ‘BALUT’ Air Asia Tq Sifufbads”
Datuk Seri Vida	“Saya dah habiskan jutaan ringgit hanya untu iklan offline di tv, billboard, radio. Tapi lepas guna teknik yang Sifufbads ajar, dengan hanya iklan di FB, kos tak sampai pun RM100 sehari sales 5 angka. Syukur...jimat duit saya!”
Datuk Hussamuddin	“Kita dah hantar ramai staff Karang kraf, termasuk pegawai kanan untuk ikuti training Sifufbads. Kami syarikat yang dah besar ni pun masih pakai ilmu Sifufbads. Alhamdulillah berkesan! ”
Dila Mubarak	“Dari mula berniaga sampai Mamadil dah dikenali hamper seluruh Malaysia, saya masih lagi berguru denga Sifufbads. Ilmunya memang proven! Sangat berbaloi! Tqvm Sifufbads”
Nurul Diana	“Saya follow je apa Sifufbads ajar, antaranya <i>integrate-kan marketing offline dan online</i> . Ini dapat bantu kuatkan jenama Dianz. Hasilnya syarikat saya dapat jana sales 7 angka! Wow.. impaknya memang besar!”
Puteri Maizura	“Dulu butik saya ‘krik krik’ jek masa weekend. Lagi lagi la weekdays...la hai...rasa cam takyah bukak butik pun takpe. Tapi sejak mengamalkan teknik copywriting panggil <i>customer</i> datang ke butik, pintu butik belum dibuka <i>customer</i> dah ramai beratur depan pintu, lagi la weekend sangat huru hara. Apatah lagi waktu butik ada ‘sale’, macam medan perang jadiknya...huhu...terima kshih sifu...”

V. DISCUSSION

5.1 Definition of SMEs in Malaysia

Generally, there is no accepted worldwide definition of SMEs (Hooi, 2006; Omer and Ismail, 2009). However, in Malaysia, the definition of SMEs is mainly based on annual sales turnover and total number of full time (Hashim and Abdullah, 2000, SEMCORP, 2008). According to Hashim (2000), SMEs in Malaysia can be segregated into three main sectors such as general business, manufacturing and agriculture. In Malaysia, according to Small and Medium Enterprises Corporation Malaysia (SMECORP, 2008), enterprises that employ between 50-150 full time employees are considered as medium while those that employ between 5-50 are called small and less than 5 are considered as micro enterprises.

5.2 Challenges of SMEs in Malaysia

Year 2019 is very challenging because of Malaysian currency down and high competition in any business in Malaysia. Main challenges facing SMEs are including finance, human capital, market and technology. Global financial crisis has caused financial institutions to be more cautions and credit processing has become so complex, that very often SMEs find it difficult to both understand the procedures and decisions when it comes to loan processing. Human capital refer to severity of the brain drain, especially among professionals and skill workers. Market competition is increase and caused rising cost of goods. The increase in uncertainty in the market lead businesses have to reduce costs and improve productivity in the midst of adapting to changing market conditions. Technology challenge to acquire or develop new technology. Many of the leading research and technological developments arc coming out from Europe and North America. Finding partners and vendors who are willing to transfer these technologies to Malaysia is tough enough let alone transferring these technologies to SMEs.

5.3 A Discourse from Islamic Perspectives

5.3.1 An Islamic Role in Sifufbads Apprentice Module

The role of Islam in entrepreneurship is based on the interlinkage between the textual sources and contextual setting. The primary sources are the Quran and Sunnah. For Muslims the Quran contains the words of God in 114 surahs (chapters) with over 6000 āyāt (verses; singular: āyah) gradually revealed over a period of 23 years around 600 AD. The Sunnah is the deeds, sayings and silent or tacit approvals of the prophet Muhammad (pbuh). Therefore, The Sifufbads Apprentice modules are designed to be in line with the teaching of this two sources and the need of nowadays strategy in business. The five principles are 1) Spiritual; 2) Visionary; 3) Leadership; 4) Trust; 5) Commitment.

1) *Spiritual*

Islam characterizes otherworldliness as the relationship of activities to the essential reason forever. All things considered Muslims' motivation of life is to adore God (Qur'an, 51:56). Thus, otherworldliness associates the activities of individual to the motivation behind their life, and towards the satisfaction of His love and delight. The SAS is continually being helped to take care to remember this urgent part in their lives as business visionary. The association worked among human and God is the way to progress since he generally be guided by Him. Along these lines, Taqwa (confidence) ought to be as a system for fruitful muslim business visionaries. Allah says: "O you who have accepted, will I manage you to an exchange that will spare you from an excruciating discipline? [It is that] you have confidence in Allah and His Messenger and endeavor in the reason for Allah with your riches and your lives. That is best for you, on the off chance that you should know (Al-Saff. 61: 10-11) [Ref]. Through this pronouncement, a business visionary must have confidence in Allah and endeavor in the inquiry of riches to improve himself and do all of Allah and the Prophet's lessons (Y. Yaacob and I. A. G. Azmi, 2012; S. Abdullah, 2013).

2) *Visionary*

The SAS ought to have 2 dreams of life as business visionary; wordly life and in the future. Working together isn't just with human by helping them to take care of their concern, yet in addition with the intend to get compensate in the great beyond. The Prophet (pbuh) is urging us to keep doing great until our final gasp, and keep contributing towards society. "At the point when a man kicks the bucket, his deeds reach an end with the exception of three things: Sadaqah Jariyah (incessant philanthropy); information which is useful; or an upright relative who petitions God for him (the expired)." (Sahih Muslim, No: 1383)

3) *Leadership*

The SAS are on the whole authors and become pioneers in their group. The feeling of administration and fraternity makes a security and a feeling of solidarity in which all work together as a group. The agreeable and cooperative work inside the group and between groups in Prophet Muhammad and his allies' period made ground-breaking drivers for creative societal change. Joint effort is important for business people to determine creative

arrangements that go past the customary, and in which people are the key vehicles for such change and advancement. (J. E. Austin & E. Reficco, 2009).

4) *Trust*

The recurrent clients SAS get is the marker that trust is the key for progress. The client continues supporting and getting their items and administrations. The financial exchange of purchasing and selling revenue driven (straight') infers the presence of the business person. Abu Sa'ed detailed that the Prophet stated: "The honest dependable vendor is with the Prophet (SAW) the True ones and the saints (on the Day of Resurrection) (Al-Tirmidhi. Book 14: No.1213). Furthermore, the Prophet Muhammad SAW and a significant number of his nearby mates were reliable and effective business people. He expressly underscored the significance of enterprise and urged Muslims to effectively take an interest in business and innovative action. Described by Hudhaifa that the Prophet stated: "When a man kicked the bucket and was asked: "What did you use to state (or do) (in your life time)?" He answered, "I was a representative and used to offer time to the rich to reimburse his obligation and (used to) deduct some portion of the obligation of poor people." So he was excused (his transgressions). Abu Mas'ud stated: "I heard the equivalent (Hadis) from the Prophet". (Bukhari. Sahih Bukhari. Volume 3, Book 41: No.576).

5) *Commitment*

The Arabic word itqan is utilized to demonstrate the dimension of value work. The best English interpretation of itqan is "to mastermind and discard things experimentally and masterfully approach to acquire the ideal outcomes. Duties are expected to keep the SAM pursue the Sifufbads modules and to empower them to accomplish their deal target. Responsibility is a strong evidence that we have our confidence in Allah SWT and keep on being His workers until the apocalypse. The Prophet ﷺ said "Allah wants to see one's assignment done at the dimension of itqan (greatness)" (Sahih Muslim 1976).

VI. CONCLUSION

In general, this study provides an overview of online training in market trends. Online training in Malaysia mostly focusing on a surface layer MDEC etc of a single digital branding marketing. Contradictly, Sifufbads offered intensive learning which typically details in every section of every single business and parallel with Islamic perspective. He monitored throughout a year to ensure his module works and practical for all types of business. Moreover, the study helps entrepreneur in a decision making to choose mentor for their own business. Every single thing in this world have mentor in a pathway to be success. Having apprentice as models of the successful business owner makes Sifufbads satisfied and motivate him to have more model creating various amazing successful business stories. Nevertheless, future work by listing more apprentice or interview more apprentice is recommended to be sample because more insight will be clearly view and trustworthy. In a conclusion, collaboration with big companies is a one way to maintain or grow business, despite having good practice delivered by Sifufbads.

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