

Experiential entrepreneurship learning

THE Sunway University Food and Beverage Entrepreneurship Challenge 2016, an initiative and brainchild of lecturer Dr Daniel Chong Ka Leong under the School of Hospitality, was a competition open to Year 3 students in the BSc (Hons) in International Hospitality Management and BSc (Hons) in Culinary Management programmes.

The competition, held at the end of last year, had students exploring the food business. From substantial food and confectionary to drinks, 10 groups of students had four months to form their companies, come up with business ideas and run their registered online businesses according to the given theme – Online food business.

Champions of the competition were Lavender Chia Hui Shin, Jeremy Lam Tuan Chi, Nguyen Hoang Oanh, Sim Jiseon and Pham Thi Ngoc Anh of Daebak 814 Enterprise.

According to Lam, BSc (Hons) in International Hospitality Management student, the group's product, the Nasi Lemak Kimbap, is a combination of two traditional dishes from Malaysia and Korea.

The idea was to create something that is convenient for students, who are always busy and often skip meals.

"Every meal is prepared in a handy box with a pair of chopsticks and is delivered by our group members within campus," explains Lam.

"The toughest challenge was the mental and physical stress. As our



Champions Daebak 814 Enterprise – (from left) Sim Jiseon, Pham Thi Ngoc Anh, Nguyen Hoang Oanh, Jeremy Lam Tuan Chi and Lavender Chia Hui Shin with Dr Chong.

products had to be fresh, we had to gather early in the morning every working day to prepare the kimbap (Korean seaweed rice rolls). As classes start at 8.30am, we had to finish everything before 8am," explains Chia, student of the BSc (Hons) in International Hospitality Management programme.

Teoh Zhi Hau and his team, comprising Hilda Chow, Joel Yong, Sheryl Wang and Marianty Chen, took home the runner-up title with their business, Macaronology Ventures.

"We wanted to come up with macarons made with zero artificial ingredients. Everything from the colouring to the cream filling of the French cookie was made with natural fruits and vegetables with

our technique.

"Our goal was to change people's perception on macarons and revive their dying trend. Besides the product, we also try to focus on the emotional attributes, where we customise our packaging and add a personal touch in the form of an appreciation card," explains Teoh from the BSc (Hons) in Culinary Management.

Coming in third place was 5 Minds Enterprise, which was made up of Natassia Gan Tick Mun, Subattra Kanesan, Carmen Tharm, Lee Tze Meng and Kenjiro Shinno. Their company product was Shang Tea, a blended homemade tea.

"We made full use of social media to promote our product to our target market, which was

working adults. Besides that, we placed importance on the packaging and conducted research and development to obtain the best flavour extract," says Subattra, BSc (Hons) in International Hospitality Management student.

Dr Chong hopes to turn the competition into an annual event. Though the competition was an add-on to the students' coursework with no additional marks and was non-compulsory, he says that there was 100% participation from the students.

According to Dr Chong, "The best way to learn entrepreneurship is to start a business. Knowing how to write a business proposal is not good enough. Running a business venture helps our students to

realise the importance of innovation, risk management, financial control, continuous improvement, joy of entrepreneurship and business integrity."

For Dr Chong, the most important quality of an entrepreneur is to take risks and learn how to deal with failures. Classroom teaching and written assessment cannot address these learning objectives effectively as qualities of an entrepreneur cannot be easily assessed in a classroom setting.

The School of Hospitality at Sunway University prides itself in providing top-notch education with diploma and degree programmes accredited by the renowned Le Cordon Bleu.

■ For more information, call 03-7491 8622, e-mail info@sunway.edu.my or visit university.sunway.edu.my.



The Nasi Lemak Kimbap by Daebak 814 Enterprise.

This material may be protected by the Malaysia Copyright Act. It may only be used for private study or research. Downloading or reproduction in excess of “fair dealing” may constitute copyright infringement.