



Choo (right) presenting the Family Products hamper to the lucky draw winner.

Students give part of earnings to charity

THE Business Communication class at Inti College Subang Jaya donated RM500 to Rumah Hope from a business-cum-community project it initiated.

The small business venture project began a few months ago.

The students sold knives and insecticide from Family Products Sdn Bhd.

They even organised a lucky draw and a hamper was sponsored by the company which was given to the lucky buyer who purchased items worth more than RM5.

Sazman Wan Salleh, an American University Programme student who is majoring in Business, said most of his classmates went door-to-door selling the products to family, friends, and college mates.

"The project really taught us the hardship that sales personnel go through and exposed us to the marketing field.

Cynthia Cheong, the students' Business Communication lecturer said the objective of the project was to teach the students entrepreneurial skills. It was decided that 30% of their profits would go to charity.

"I helped to top up this sum to RM500 as a form of encouragement and to instill in them that charity is just as important as making money," she said.

Vincent Choo, the company's sales and marketing manager of Family Brand said he was happy to be part of the project as it helped produce more hands-on type of graduates for the retail industry.