

# *Jordan's Career Passport ®*



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# Career Plan

*Start my own business*



- *Start my own business, in Healthy fast Food industry (Based in Malaysia)*



*Marketing Manager*



- *Development of marketing strategy and plan*
- *Customer relationship management (CRM)*
- *Market research*
- *Management of the marketing mix*
- *Lead the marketing and branding team to create awareness for the product or services*



*Branding Executive*



- *Assist the General/Senior Manager in developing, coordinating and implementation of various Marketing / branding activities.*
- *To plan advertisement and promotional activities to fit with branding strategy and business direction.*
- *To coordinate communication with our business partners, both domestic and*



*Undergraduate*



*Now: Pursue a Bachelor Degree of Marketing and Advertising. Good interpersonal skill. Creative and always think differently.*

*What's up: Do more reading and research in 4Ps and Branding.*

# Learning Point

**“Education is an important tool, for fresh graduates to look for their first job. However, interpersonal skill, actual experience and money will be the most powerful weapon in the work force.”**

*Mr. Lee is a young entrepreneur and businessman; he has been working in palm oil trading industry since he was 18 years old. He took over his family business from his father after 10 years of working and learning in the industry. The 28 years old Managing Director quitted School when he was 18, and did not receive any tertiary education. His hard work and passion towards his jobs make him successful. He is married and has one 2 years old son.*

*He said that,*

*“Human network is very important in the business world. Education is essential. However, to be successful in your career, Passion towards your job is always the most important factor. There are always 2 options in your career, work hard for just to get the money or work with passion and enjoy your job, and I'll choose the latter.”*



**Mr. Jeremy Lee**

**Managing Director, Fong Tak Palm Oil Sdn Bhd.**

**“Sincerity is essential and Trust is the most important measure for reputation, especially in business. Always be honest to your clients, do not break any promises and please provide them superior service.”**

# Learning Point

**"In order to get your ideal job, you must know how to impress the interviewer. Be creative, funny, and straight into the point during your interview session."**

*Mr. Goh, A 27 years old young businessman, currently took over his family business, Seafood supplier and prawn cultivation business. Seafood Boys enterprise currently supply variety of seafood products to Singapore and Malaysia market.*

*Before taking over his family business, he used to work in a well-known sofa manufacturing company in Malaysia for 4 and half years. He is very familiar with product branding, product attributes, quality assurance, as well as how to create awareness for a product and promote them to your target audience.*

*During the interview with Mr. Goh, he advised me, as fresh graduates, never be afraid to make mistake. Education and life long learning is important for everyone. Marketing and Branding is everywhere around the world, it's challenging, and you will find it interesting if you have passion on it, and as a businessman, marketing is the most important factor to maximize your profit.*

*He also claimed that:" Don't miss the chance to get educated. Ya, experience is important, but you will definitely have chance to gain experience when you work, but if you miss the chance to get educated when you are young, the chances of going back to school again will be relatively small."*



*Mr. Edison Goh*

*Director, Seafood Boys Enterprise.*

# Learning Point

**"Your biggest asset is not your Degree or Master, but your ability to have a point of view."**

*It was great to meet, Camellia Tan, Senior Regional Account Director, and Hari Ramanathan, Regional Planning Director. We have learnt a lot from the 3 hours Q & A career advice session. Now I am pretty sure that, I want to get an advertising related job as my first job.*

*Here are some special highlights from the session, which I most agree with:*

- *There is no short cut in this industry. In fact, for any industry that you will be embarking on. Hard work is inevitable for success to happen.*
- *Passion about your job is your key to success. Without it, you can never survive any ordeal. It is your secret weapons that will help you pull through the shit you will be facing in your career.*
- *Which means, relationship building is a MUST have skill in any career development journey.*
- *Do not over complicate matters and over engineered your plots to your life journey. As Steve Jobs said, you can only join the dots backwards, and not forward.*



Career Advice for Fresh Grads at



## Reference-People Interviewed



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