



Dear Valued AFFINGEM Members,

Welcome to the 2nd issue of AFFINGEM newsletter exclusively for women entrepreneurs.

Discover the latest offers, news and business insights on how to Grow, Empower and Manage your business.

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Grow
How to use TikTok to grow your business

"The amount I learned from TikTok platform in 2 hours is the same I did a week in a physical shop."
- Laura Malloes, founder of Malloes Beauty

TikTok is NOT just a platform for Gen Z, today people across all ages and countries find entertainment and value within the app. which means there are opportunities to sell on the platform. Here are 4 ways you can use TikTok to grow your business:

1 billion active users
4 million users in Malaysia
Majority are under 30 years old with **41%** are between 18-24.

- 1 Create campaigns and promotions**
TikTok has made it easy to do campaigns with features like flash sales, discounts, free shipping, contest and more. These features make selling easier and faster on the platform.
- 2 Do live streams**
With live streaming you can authentically connect with your audience in real time. They can ask questions and get answers straight away. You can show them the pros and cons of the product and what it looks like.
- 3 Collaborate with content creators**
TikTok shop has affiliate plans that enable brands/sellers to work with creators. Once an affiliate has been created, you will pay influencers commission on sales generated. You can also invite creators to become your affiliate too.

4 Be yourself and use hashtags
Due to the promotion of authenticity on the platform, trust towards brands/seller is higher when we show our true selves. TikTok states that 37% of users who see a product on TikTok immediately want to buy it. Some popular hashtags have helped sales boom on the platform:
#TikTokMadeMeBuyIt (12B views)
#RasadaanMubarak (14B Views)
#HeadDanceChallenge (8 Views)
#Rays2020 (344.5M Views)
#AngitChallenge (184.7M Views)
#KesanaKesini (160.2M Views)

This article is brought to you by AFFINGEM, an initiative designed for women entrepreneurs to Grow, Empower and Manage their businesses with special offerings and perks. Get some best practices tips to share with us! Reach out to us at smecare@affingroup.com. We look forward to hearing from you.
Source: <https://www.tiktok.com/info/research/how-to-grow-your-business-using-tiktok-app>

Empower
5 Things Women Can Do to Empower Other Women

- 1 Tell your story**
If you're holding a managerial position, you must understand that your team looks up to you. You might sometimes seem unreachable for many reasons unknown to you. So be down-to-earth yet candid. Share your wins, losses and mistakes—to be relatable to them.
- 2 Stand up for women**
Call out any discrimination against women when necessary. Sometimes it just takes someone to open their eyes before others can see the unconscious bias in a workplace. Don't worry about developing a reputation for rocking the boat. Equality is impossible without change.
- 3 Share opportunities**
If you're in a management role, recommend another woman who would benefit from upcoming opportunities. If you know someone suitable, tell her about it. Keep the communication channels open between you and them.
- 4 Encourage other women**
Reinforce their skills and abilities. It's much easier to spot the potential in another woman than it is for her to see it in herself, regardless whether it is a new opportunity, promotion, training course or mentorship.
- 5 Build your network**
There's strength in numbers. Unite women who are positive, encouraging, strong and determined to help other women succeed. The more women work together and support each other, the more we'll be heard.

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Source: <https://www.empowermentmagazine.com/2018/05/10/5-ways-women-can-do-to-empower-other-women/>

2022 圓夢工場·創業大賽 Dream Factory Startup Contest

In partnership with MyStarr Sdn Bhd & Dream Factory Sandbox Sdn Bhd, 3 AFFINGEM awards were presented to women entrepreneurs who displayed a sharp business acumen, creative thinking & outstanding commitment throughout the 6th Dream Factory Startup Contest.



<p>Ren Chong Calmelon Founder</p> <p>Calmelon was created from mothers that wants their babies to have healthy skin. We offer safe, natural ingredients and fuss-free skincare for our little one from newborn all the way through to childhood, that gives parent peace of mind.</p>	<p>Ann Sze Neo Lavin Founder</p> <p>Started in 2021, Neo Lavin is a tech-based DTC startup that focuses on bringing aesthetic furniture and lifestyle to everyone's home. We create, curate, and nurture content and brands that are inspirational, Malaysian-made, and of international quality.</p>	<p>Rena Yap KidsWeLearn Founder</p> <p>KidsWeLearn create meaningful, fun interactive books and learning materials for your child's early childhood education.</p>
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Manage

Employee turnover is unavoidable in every workplace but how can we minimise it? Here are 4 ways to retain your best employees:

- 1 Offer the right training**
Allow people to keep their current jobs while cross-training in other departments. Employee engagement and morale thrive when we give our people meaningful work. More insight, creativity and fresh perspective can be gained from employees that have had experience in different departments.
- 2 Boost internal hiring**
Encourage your employees to recommit to your organisation by adopting a formal policy of promoting from within. To encourage this, leaders need to place equal value and recognition on these career moves.
- 3 Become more flexible**
Your corporate flexibility is more from vacation time and alternating schedules. Along with greater autonomy, leaders need to empower their employees to make important decisions.
- 4 Offer fair compensation and overall benefits**
Using special awards and perks in place of fair compensation is simply not enough, you must also offer fair compensation. This one step encourages loyalty, respect and greatly improves the chances that your employees will want to remain with your company.

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Source: <https://www.empowermentmagazine.com/2018/05/10/5-ways-women-can-do-to-empower-other-women/>

“Always aim high, work hard, and care deeply about what you believe in. When you stumble, keep faith. When you're knocked down, get right back up and never listen to anyone who says you can't or shouldn't go on.”
- Hillary Clinton

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