

Richworks Targets To Create 10,000 Muslim Entrepreneurs By 2015
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KUALA LUMPUR, Feb 11 (Bernama) -- Richworks Human Capital Development (M) Sdn Bhd, is targetting to create 10,000 Muslim entrepreneurs by 2015, said chief executive officer Azizan Osman.

He said there were many weakness in current marketing strategies employed by small-and-medium entrepreneurs.

"Marketing is important. It's easy if the right channel is used," he told reporters after addressing some 1,800 participants of the Power 2012 Marketing Seminar here today.

Azizan was confident the target could be achieved judging from the good response received from the public to the various marketing seminars organised by the company.

Todate, 14,700 participants have signed for the Marketing Power 2012 seminar to be held in Kuala Lumpur (Feb 11 and March 4), Johor Bahru (Feb 12), Melaka (Feb 18), Shah Alam (Feb 19), Pulau Pinang (March 3) and Kota Bharu (March 24).

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