



Mekong- Lancang Cooperation



Mekong-Lancang MSMEs Upskilling and Reskilling Digital Capacity Development Training

Phase- II

Training Report (MSME Digital Toolkit)

(25th – 29th September, 2023)



Contents

Executive Summary	1
1.1. 5 Days Training Program for Digital Upskilling and Reskilling for Mekong– Lancang MSMEs	1
1.2. Implementation of the Phase-2	2
Summary of the Training Program	6
2.1. Opening remarks by the Union Minister Dr. Charlie Than with Video Messages	6
2.2. Opening Remarks by Mekong-Lancang Cooperation Unit	9
2.3. Day- 1 Activities	10
2.4. Day- 2 Activities	10
2.5. Day- 3 Activities	11
2.6. Day- 4 Activities	12
2.7. Day- 5 Activities	14
Detailed Lecture of the Training	18
3.1. Day- 1	18
3.2. Day- 2	49
3.3. Day- 3	82
3.4. Day- 4	119
3.5. Day- 5	158
Evaluation of the Training Contents	180
4.1. Training Methodology	180
4.2. Participants Engagement and Interaction	180
4.3. Impact Assessment	180
Photo Records of Phase-2 Training Program	186
References	223
Recommended Useful Apps by Experts	232
Expert Profiles	233

Executive Summary

1.1. 5 Days Training Program for Digital Upskilling and Reskilling for Mekong-Lancang MSMEs

The second phase of the Project “MSMEs Upskilling and Reskilling Digital Capacity Development Program for Integrating in the Digital Economy: 5 Days Training Program for Digital Upskilling and reskilling for Mekong-Lancang MSMEs” was launched on 25th -29th September, 2023. The opening ceremony was apprehended in the Office No. (30), Nay Pyi Taw Union Territory on 25th September, 2023. The training was held in the Thingaha Hotel from 25th to 29th September, 2023. The training invited MSMEs, experts, government officials, and stakeholders not only from Myanmar, but also from other MLCs to equip the digital skills in order to enhance productivity, effectiveness and efficiency of their businesses and organization.

The training curriculum and topics were designed based on the first phase forum’s outcomes and recommendations (Outcome Report is attached in Annex-B) in order to train the most-needy digital skills for MSMEs, knowledge sharing of new and emerging digital innovation for promoting Mekong-Lancang MSMEs upskilling and reskilling Digital Capacity development to integrate the Digital Economy.



Besides, the welcome dinner was hosted in Thingaha Hotel to expand the business network among participants and stakeholders on the date of 25th September, 2023.

1.2. Implementation of the Phase-2

5 Days Training Program for Digital Upskilling and Reskilling for Mekong-Lancang MSMEs

Project Team of the training prepared the administrative arrangements including the administrative procedures such as getting the approvals of minister and Tender committee to choose the Hotel to be held in, exploring the trainers and experts. We invited the MLC MSMEs, officers, policy makers and private sector stakeholders. Project team was led by Director-General of Directorate of Industrial Supervision and Inspection (DISI), Ministry of Industry. Then, we organized a 5 days hybrid training on “Mekong-Lancang MSMEs Upskilling and Reskilling Digital



Capacity Development” at Thingaha Hotel, Nay Pyi Taw on 25th–29th September, 2023. We also provided the Welcome Dinner at Thingaha Hotel on 25th September, 2023.

The training on “5 Days Training Program for Digital Upskilling and Reskilling for Mekong–Lancang MSMEs” was conveyed by setting up the main objectives as follows:

- to develop a unique end-to-end understanding of a suite digital tools including AI, ERP, CRM and to enhance the productivity efficiency and effectiveness of MSMEs and organizations by using digital tools and knowledge;
- to understand and apply the digital tools in practical with zero cost and to use the digital tools and platform with securely;
- to develop and to set up the strategic response, to manage the new digital trends and possibilities, and to align with MSMEs and organizations’ nature;
- to contribute the digital skills and knowledge in MSMEs and organizations by providing training;
- to equip MSMEs for having the social media market skills, and to have the ability of content writing skills for their products and services using social media platforms; and
- to increase cyber security awareness, to identify threats and vulnerabilities, to implement basic security measures and to foster a cyber security-aware culture and business ethic.

To achieve the planned objectives of the training, we appointed the experts and trainers from Myanmar Computer Federation (MCF) and Myanmar Digital Economy Association, trainers from Cyber Security Department and panelist from HR Business School. Experts and trainers are leading to implement the digital economy in Myanmar and ASEAN, and they are working as the advisor and experts regarding digital economy fields and members of the National Level Steering Committee for digital transformation in Myanmar. Experts and trainers delivered the lectures with the practical exercises and group activities in order to apply the digital skills in their

existing businesses after completing the trainings. Detailed lecture contents are described in Part 2, and lecture agenda is attached in Annex-C.

The 5 days training was an intensive training since all participants had to work their assignments such as presenting social media marketing plan, developing their own websites by using google websites, writing their own marketing contents and planning to use their digital tools. The training topics and agenda are attached in Annex-C. After concluding all lectures sessions, the Minister of the Ministry of Industry Dr. Charlie Than awarded the completing certificates of the training program to all participants, and then Excellency delivered the closing remark.



After that, representatives from participants expressed the Thank You Notes for conducting “5 Days Training of MSMEs Digital Upskilling and Reskilling Digital Capacity Building Program”.



Summary of the Training Program

2.1. Opening remarks by the Union Minister Dr. Charlie Than with Video Messages



In the opening ceremony of the 5 Days Training held at Office No. (30), Nay Pyi Taw Union Territory on 25th September 2023, H.E. Dr. Charlie Than, Union Minister for the Ministry of Industry, delivered an opening speech with the virtual format. The Union Minister highlighted the following:

- His Excellency expressed his sincere gratitude to the Mekong-Lancang Special Fund for supporting the project and MLC National Coordination Unit (Myanmar) for coordinating to successfully implement this project.
- He also highlighted the importance of digitalization for economic development including MSMEs due to the unique characteristics and benefits such as streamline business processes to automate manual tasks; to improve overall efficiency; and to leverage digital solutions for inventory management, customer relationship management, online sales, and more, which ultimately leads to increased productivity.
- He also pointed out the need to adapt and embrace digital innovations in order to maintain the sustainable development in the evolving global landscape, and to shift to the path of a sustainable and resilient post-

pandemic recovery, the challenges faced by MSMEs needs to be addressed.

- Especially, he mentioned that 5 days webinar training was being held aiming to enhance MSMEs, MSMEs associations, government officials and policy makers in MLC countries; to increase more understandings on the digital innovation practices, policy and new emerging digital industry related to the development of digital economy; to fulfill the goals of digital economy development in line with the vision and commitment of no MSME left behind in digital transformation; and to share the most necessary digital skills to be applied in the operation of MSMEs.
- Excellency expected that this training shall facilitate digital inclusion of MSMEs, and support their access to more efficient and innovative technologies.
- Excellency emphasized on the significant role of “Data” in today’s business world. And, he mentioned that many countries advanced in digital economy such as China that acknowledges that “Data” has become a new and important factor because this is the era of big data, in which technologies such as artificial intelligence (AI), cloud computing and block chain are applied to collect, manipulate, mine and process data.
- Furthermore, his excellency encouraged to know the important role of data, to effectively use data for their business growth, to leverage digital technologies in order to optimize energy consumption, minimize waste, and to make informed decisions that can support the sustainable manufacturing processes.
- He, also, expressed that primary objective of the training is to support MSMEs for integrating into the Digital Economy, which means all of the economic processes, transactions, interactions and activities based on the digital technologies.

- His Excellency mentioned his expectations that MLC regional cooperation programs shall significantly contribute to digitalization journey, and Myanmar has always valued Mekong-Lancang cooperation, and Myanmar will continue to actively cooperate with People's Republic of China and Mekong countries following to the principle of friendship, good neighborliness, mutual respect, and mutual benefit in the future.



Following Vice-Chairman of the Mekong-Lancang Cooperation National Coordination unit (Myanmar) and Deputy Director General Mr. Win Zeyar Tun, of the International Organizations and Economic Department, the Ministry of Foreign Affairs, delivered the opening remarks.



2.2. Opening Remarks by Mekong–Lancang Cooperation Unit

The highlights are as follows:

- He appreciated the dedicated effort of the Directorate of Industrial Supervision and Inspection of the Ministry of Industry for maintaining high momentum in the project implementation.
- He recalled that today project is one of 106 projects supported by the MLC Special Fund. And, he expressed his profound gratitude to the People's Republic of China for the support to all Mekong countries through MLC Special Fund mechanism with genuine intention to achieve our shared future of region-wide sustainable inclusive development. He highlighted that the sustained continuous supports of China enable us not only to boost for our national endeavors but also to accelerate our collective efforts to meet the United Nations Sustainable Development Goals.
- He pointed out that the entire global community has been facing multidimensional economic hardship induced by the global political turmoil, armed conflicts and trade wars. Recently, Russia and Saudi Arabia, the major oil producers introduced voluntary oil supply cuts with the intention to retaliate their rivals, United States and its allies. As a result, the global oil price hiked to over 100 USD/ barrel compare to original price of 75 USD/ barrel. The spillover effect/ the Domino effect of surging oil price struck all countries around the world including MLC countries. Due to the sharp increase of energy price and other commodity price posed a real threat to our daily lives. Against that backdrop, he considered that there was only one way out to have economic resilience that can confront the challenges collectively. He also pointed out to refocus the regional reliance among MLCs upon rather than the outside world, to build the economic strength within the region, and to know that economic synchronization, harmonization, connectivity of both hard and soft became fundamental requirements.

- He mentioned his belief that “Digitizing of MSMEs” being the currently implementing project provided the tangible support for regional economic resiliency.
- He also pointed out that Mekong-Lancang Cooperation’s seven years journey is not as smooth as it was thought, however it could be able to overcome and address challenges collectively with mutual understanding, mutual respect and mutual support based on MLC family spirit and friendship. That was the reason behind the achievements of MLC in terms of speed, efficiency and benefit.

2.3. Day- 1 Activities

In the first session of Day- 1 Training, Expert Ms. Thinzar May Phu Wai, Assistant Director of Telecommunication Training Center, Ministry of Transports and Telecommunication, presented the topics regarding the digital economy, roles of MSMEs, what’s E-commerce, Information and Communication Technologies (ICTs) and digital transformation for MSMEs to the participants in order to understand the basic knowledge of digital economy and its benefits for MSMEs.

In the second session of Day-1, Expert Ms. Thinzar May Phu Wai continued discussing the topic “Unlocking Productivity of Google Apps” in order to equip the required digital skills for MSMEs and to apply Google Apps effectively in their businesses for enhancing productivity, efficiency and effectiveness.

2.4. Day- 2 Activities

Expert Mrs. Htoo Thant Sin from the Panelist Business School shared the topic “the Digital Upskilling and Reskilling Mekong-Lancang MSMEs”. The lecture has composed of 5 Modules such as:

- Module 1: Building a Solid Digital Foundation
- Module 2: Exploring Online Platforms and E-Commerce Solutions
- Module 3: Embracing Digital Payment Systems
- Module 4: Crafting an Effective Digital Marketing Strategy

- **Module 5: Managing Online Business Operation**

Each module was demonstrated with practical exercises, and all participants had to do their own assignments regarding their existing businesses.

2.5. Day- 3 Activities

In the first session of the day-3, **Expert Ms. Thinzar May Phu Wai** shared the knowledge about the topic **“how to find and use information effectively on the internet”**. Modules of the topic are the following: the effective internet searching, understanding search engines (SE); tips for efficiently searching, advanced search techniques; and why businesses use search engines. Before instructing the topic, expert explained for MSMEs why and how to use google search engine effectively. Each module was explained through practical exercises. She urged that MSMEs need to explore regarding the trends and current conditions of their intended products/ services by using google search engine at least in order to understand the market conditions and investment flows before investing new business or new products/ services.

The Second session of the Day-3 is sharing the topic: **“Content writing skills for social media platform”** by **Expert Ms. Thinzar May Phu Wai**. The purpose of the topic was to equip MSMEs in order to have the social media market skills and to have the ability of content writing skills for their products and services using social media platforms. During the Phase-1 MLC Forum, MSMEs mentioned that they need to upskill and reskill the social media marketing skills. According to the outcome of the Phase-1, the topic shared in that session would be useful for MSMEs to expand the market by using social media digital tools.

To advertise the products and services in social media, even MSMEs can use the digital tools, they still need to have the abilities and skills how to write the interested and attracted content for their businesses in order to attract the target customers. So, the topic about content writing skill for social media platform was essentially needed for MSMEs especially for micro enterprises. After explaining the introduction of the topic, expert shared the modules of the content writing skill for

social media platform. The following modules are trained by expert with the practical examples:

- Module-1: Understanding social media content
- Module-2: Knowing the targeted audience
- Module-3: Engaging Content
- Module-4: Branding the Voice and Consistency
- Module-5: Content Planning and Schedule

The third session of the training Day-3 discussed the topic about **“Cyber security Awareness for MSMEs”**. It was trained by Expert Ms. May Mee Moe Hlaing aiming to increase Awareness knowledge; to identify threats and vulnerabilities; to implement basic security measures; and to foster a cyber security-aware culture. The following are the modules of the topic:

- Module -Common Online threats
- Module-Security Tools and Best practices

2.6. Day- 4 Activities

In the first session of the Day-4, Expert Mr. Aung Sitt discussed about **“the Basic Knowledge for Digital Transformation and applications for MSMEs digital transformation”**. The lecture was composed of what are the main challenges and benefits for MSMEs digital transformation; which are the digital tools using locally and globally; how to set the goals to build brand awareness, to increase the audience and to boost community engagement; and how to manage digital transformation processes. He also demonstrated how to use the social media management digital tools such as Hootsuite, Zoho Social, Buffer, Social Pilot with the practical exercises and digital platforms so that MSMEs can easily apply in their businesses.

In the second session; Expert Mr. Zaw Win Tun presented about the topic: **“E-business strategies and Management 2023”** which included the topics such as E-business and evolution 2023; E-Business key Trends for 2023; E-business strategies

for success; best practices and case studies for E-business Management; Facebook users in Myanmar and social media marketing status; how to use mobile optimization; and how to use cyber security and privacy in E-Business.

Following the third session of the Day-4; **Expert Mr. Htay Lin delivered the topic regarding the “IPR TIPS for MSME”** which composed of the following topics: intellectual properties in the MSME sector; types of Intellectual Properties; benefits of protecting IP, overview of IP law and regulations; IP commercialization; IP protection in digital age; challenges and risks in IP Management; how to maximize IP value for MSME.

The fourth session of the Day-4, **Expert Mr. Aung PYAE Hein presented the topic regarding “Digital transformation management for MSMEs”**. The lecture consisted of the following topics such as the Emergences of Industry-4; digitization, digitalization and digital transformation, SMEs in the face of Digitalization; digitization is only the beginning; business insights from data interaction; how to design thinking and digital transformation complement each other.

During the fifth session, **Expert Mr. Htay Lin discussed the lecture topic related “Marketing techniques”** that was composed of the topics: what is marketing; Traditional Marketing vs digital marketing; golden triangle of Marketing; marketing strategies; funnel: AIDA, BAF Method; CTA; Colors Psychology; Color theory, Typography; and Canva tools for MSMEs.

The final session of the Day- 4, **Expert Mr. Htay Lin subsequently presented the topic about “the social media marketing skills”**. He shared the following modules: define goals and objectives, identify target audience, choose the right platforms, create engaging content; content calendar; use hashtags; engage with audience; run paid advertising campaigns; utilize influencer marketing; user-generated content (UGC); live video and stories; analytics and insights; A/B Testing; social media contest and giveaways; community building; monitor trends and updates; data privacy and compliance; customer service; remarketing; and measure ROI.

2.7. Day- 5 Activities

On the fifth day, Ms. Pann Ei Phyu, an expert from Myanmar Computer Federation, presented and shared the topic of Financial Management and Applications for MSMEs in order to understand financial management, which was important for MSMEs; how to sustain using digital technology; importance of financial management, and why important financial management is in a business. Financial management processes such as evaluating the current financial position; setting priorities and how to approach the goal, and making investment plans, implementing those plans; and monitoring and adjusting performance are explained in detail. The decent financial management is vital for the success of any business.

1. Normal operation
2. Reporting on Business operation
3. Raising of Debt and equity
4. Allocation of Profit
5. Investing the capital
6. Business expansion
7. Financial control
8. Calculating the capital required
9. Budgeting
10. Business Plan

Moreover, Expert shared Various aspects such as review and presentation. For every entrepreneur, having high knowledge about financial management and a lot of practice is needed how to find startup capital when establishing a business. Tips on Macroeconomic Dashboard; how to do a PESTEL Analysis, the benefits of doing a SWOT analysis, the concepts of Assets and Liabilities Financial Statements, expenses concepts, differences between government accounting and business accounting, financial management challenges, and financial controller's main responsibilities are extensively explained. It is a cloud base application to be used in practice, and it is

an easy and simple Zero Cost Better Business CRM for entrepreneurs. And, she trained the participants how to use Zoho Application in practice and help them to make their Action Plans by themselves.

In the second session: **Expert Mr. Zaw Win Tun from Myanmar Computer Federation, presented a discussion about the Enterprise Resources Planning (ERP) system that will be used for MSME businesses.** The elements included in the ERP system are Project Management; Customer Management; HR Management; financial management; manufacturing management; and Supply chain Management that the small businesses desired.

In the third session, **Expert Mr. Aung Pyae Hein from Myanmar Computer Federation, explained in detail the progress of Artificial Intelligence (AI) technology that can be used in the digital transformation of MSMEs, and the activities that should be considered to be used in MSMEs with the topic of AI for entrepreneurship (Chat GPT) through an applied (Hand-on) training subsequently.**

On Day-5, the final day of the Mekong-Lancang for MSME businesses, the trainers wrapped up for 5 days contents by giving reviews and comments. Those who can write the best marketing plan contents were given the Action Awards for the best presentation about financial management. Furthermore, a group of MCF experts awarded high prizes to selected 3 trainees who presented the best 1-week plans for their intended businesses to catch the customer attention on social media, Facebook.

After concluding the lecture session, **Union Minister for the Ministry of Industry Dr. Charlie Than awarded the completion certificates to all participants and delivered the closing remarks.** In the Closing remark, the minister highlighted the following:

- His Excellency mentioned his expectation that participants could upgrade their understanding the role of digitalization and skills of using digital tools, exchange best practices, and be able to expand business linkages during these five days.

- Moreover, he hoped that all participants probably recognize the significant role of MSMEs' digital inclusion for the development of the whole digital economy system, and the training contents could cover starting from the basic concepts of digital transformation to the advanced skills so that it could be beneficial for MSMEs' digital transformation.
- He pointed out that the training contents were classified into three levels; basic, intermediate and advanced to fulfill the needs of MSMEs based on the outcomes of the first phase of the project. Therefore, after today training, MSMEs could understand the digital economy and digitalization concepts well, and consequently they were able to utilize digital tools systematically for their business operations.
- He also highlighted that in order to fully implement the digital economy, not only the government plays a vital role, but the private sector and academia also can contribute significantly. Private enterprises including MSMEs were encouraged to deep-dive into the digital world, as it is a must to do in the era of digital technology. Thus, that 5 days webinar training was being held aiming to enhance MSMEs, MSMEs associations, government officials and policy makers in MLC countries by gaining more understandings on the digital innovation practices, policy and new emerging digital industry related to the development of digital economy, and to fulfill the goals of digital economy development in line with the vision and commitment of no MSME left behind in digital transformation.
- He also stated his expectations that as the whole project, digital literacy, critical thinking, and problem-solving skills for MSMEs could be increased, which could also accelerate the digital innovation and digital transformation of MSMEs.
- His Excellency expressed his special thanks to the Chinese government and the Embassy of the People's Republic of China in Myanmar for

supporting that project, which had brought several benefits to all Mekong–Lancang countries, including Myanmar.

- Besides, he also showed his heartfelt thanks to digital experts and speakers who actively shared digital skills and knowledge, delegates from Ministry of Industry and relevant ministries, representatives from MLC countries and MSMEs from States and Regions.
- In conclusion, he urged all participants to continue their efforts on digital transformation based on the knowledge and skills gained from that project, and to build friendship and network among participants and experts.

Then, representatives of the participants also expressed “Thank you notes” for conducting the 5 days training program and the training was successfully completed.



Detailed Lecture of the Training

3.1. Day- 1



5 Days Training Program for Digital Upskilling and Reskilling for Mekong-Lancang MSMEs

Date – 25th – 29th September 2023

Venue(Opening Session) – Office No(30), Ministry of Industry, Myanmar

Venue(Training) – Thingaha Hotel, Nay Pyi Taw

25.9.2023 (from 9:30 AM–16:30 PM)

Basic Level – Introduction to Digital tools

Time	Title	Expert
09:00–09:30	Registration	
09:30–10:15	Opening Session	
10:15–11:15	Refreshment	
11:15–12:15	Morning Session	Ms.Thinzar May Phoo Wai
	Understanding Basic Digital Concept and its importance for MSME	Assistant Director Training Center, Information Technology and Cyber Security Department
12:15–13:30	Lunch Break	
13:30–14:30	Afternoon Session	Ms.Thinzar May Phoo Wai
	Google mail, google drive, google calendar, google doc, google sheet,	Assistant Director Training Center, Information

google slide, google related Technology and Cyber
applications Security Department

14:30–15:00 Refreshment

18:30–21:00 Dinner

3.1.1. Session-1



In the first session 1, Expert- Ms. Thinzar May Phu Wai presented the topics regarding the digital economy, roles of MSMEs, what's E-commerce, Information and Communication Technologies (ICTs) and digital transformation for MSMEs to the participants in order to touch/ understand the basic knowledge of digital economy and its benefits for MSMEs.

Next, Expert Ms. Thinzar May Phu Wai, Assistant Director of Telecommunication Training Center, Ministry of Transports and Telecommunication, discussed the topic “Unlocking Productivity of Google Apps” in order to equip the required digital skills for MSMEs and to apply Google Apps effectively in their businesses for enhancing productivity, efficiency and effectiveness.

Day-1: Session-1 Detail Lecture



The expert explained that digital economy was the economic activity resulting from billions of everyday online connections among people, businesses, devices, data and processes. And, she clarified the digital economy in detail that it was hyper connectivity which meant growing interconnection of people, organization, and machines that results from the Internet, mobile technology and the internet of things (IoT). Using data is transforming business models, facilitating new products and services, creating new processes, generating greater utility, and ushering in a new culture of management (Brenner Walter).



Role of MSMEs and Importance of MSMEs in the Digital Economy

Then, expert presented the role of MSMEs and the importance of MSMEs to integrate into the digital economy. She mentioned that about 90% of businesses worldwide was MSMEs that were creating about 50% of employment worldwide, and 40% of emerging economies' GDPs were generated by formal MSMEs (World Bank SME Finance).

The Role of MSMEs


- MSMEs comprise about 90% of businesses worldwide
- MSMEs are responsible for about 50% of employment worldwide.
- Est. 40% of emerging economies' GDPs are generated by formal MSMEs

Source: World Bank SME Finance



Expert continually explained why MSMEs was important in digital economy.

Digital economy



- The digital economy is the economic activity that results from billions of everyday online connections among people, businesses, devices, data, and processes.
- The backbone of the digital economy is hyperconnectivity which means growing interconnectedness of people, organisations, and machines that results from the Internet, mobile technology and the internet of things (IoT).

The main reasons are that digital economy is effective and efficient for MSMEs because it has some unique characteristics such as **digital economy dynamics** to accelerate changes and opportunities; **competitive advantage** to stay ahead of the competitors; **resource optimization** to maximize output and to minimize inputs; **seamless customer experience** to deliver excellence in every interaction; **data-driven insights** to inform decision-making; **rapid adaptation** to embrace change with agility; **access to global markets** to break the geographical barriers; and finally **innovation amplification** to nurture creative solutions.

Why MSMEs in Digital Economy?

Digital Economy is Effective and Efficient for MSMEs –

- **Digital Economy Dynamics:** Accelerated Changes and Opportunities
- **Competitive Edge:** Staying Ahead of the Curve
- **Resource Optimization:** Maximizing Output, Minimizing Inputs
- **Seamless Customer Experience:** Delivering Excellence in Every Interaction
- **Data-Driven Insights:** Informed Decision-Making
- **Rapid Adaptation:** Embracing Change with Agility
- **Access to Global Markets:** Breaking Geographical Barriers
- **Innovation Amplification:** Nurturing Creative Solutions

What's E-commerce?

E-commerce

- Refers to the use of the Internet and the web to transaction business.
- Formally, it is about digitally enabled commercial transactions between and among organizations and individuals
- Key words for understanding new e-commerce in 2020 are “social, mobile, local” (eMarketer, 2020a)

- Today, purchasing goods and services online by using smartphones, tablets, and desktop computers has been ubiquitous.
- E-commerce is composed of three major segments:
 - 1) Retail goods
 - 2) Travel and services
 - 3) Online content

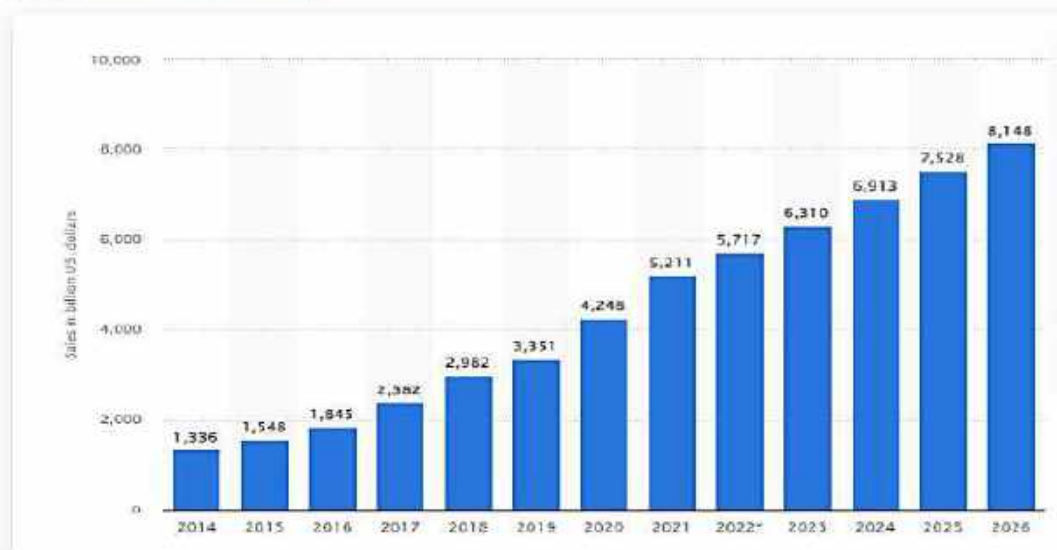


In addition, expert also explained the detail regarding E-commerce. E-commerce refers to the use of the Internet and the web to transaction business. Formally, it is about digitally enabled commercial transactions between and among organizations and individuals. Key words for understanding new ecommerce in 2020 were social, mobile and local (EMarketer, 2020a). Today, purchasing goods and services online by using smartphones, tablets and desktop computers has been ubiquitous among the customers. It is found that e-commerce is composed of three major segments: Retail goods, Travel and services, Online content.

According to the statistic 2023, she also described regarding the retail e-commerce sales worldwide from 2014 to 2026 shown as the Graph. According to the

graph, the e-commerce sales has been increasing, and it is estimated to reach the 8.148 billion U.S dollars in 2026.

Retail e-commerce sales worldwide from 2014 to 2026
(in billion U.S. dollars)

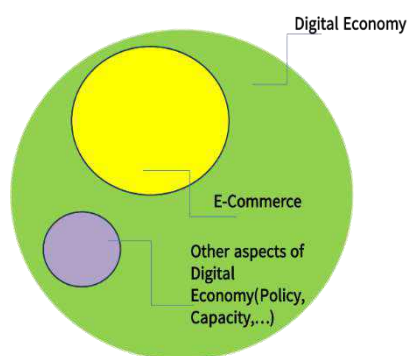


Retail Worldwide E-commerce Sales from 2014 to 2026



Source @statista 2023

Interactions among ICT, digital Economy and E-commerce

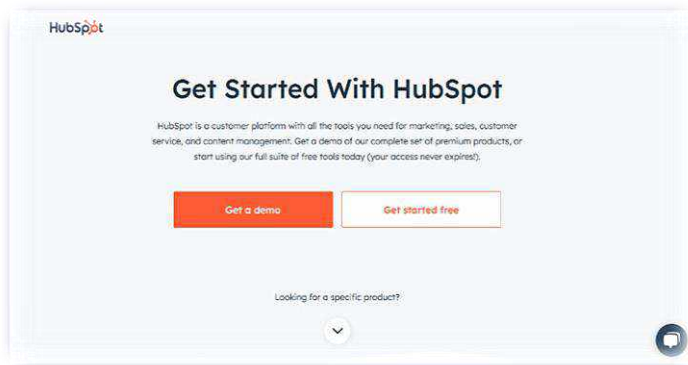


So, digital transformation is the process of changing how an enterprise leverages technology, people and processes to improve business performance and embrace new business models. This transformation is cultural in nature and affects all elements of the business including sales, marketing, operations and customer service, and it is typically accompanied by a move to modern cloud technologies. The two concepts related to digital transformation are digitization and digitalization.

To digitally transform in existing organizations and businesses, it needs to enhance the capacity building of the human resources in each organization and each business because of its importance role of Human resources (HR) in Digital Transformation. HR becomes crucial in creating an organizational culture that supports and embraces growth. Besides, it also plays wider role in communication due to the benefits of change.



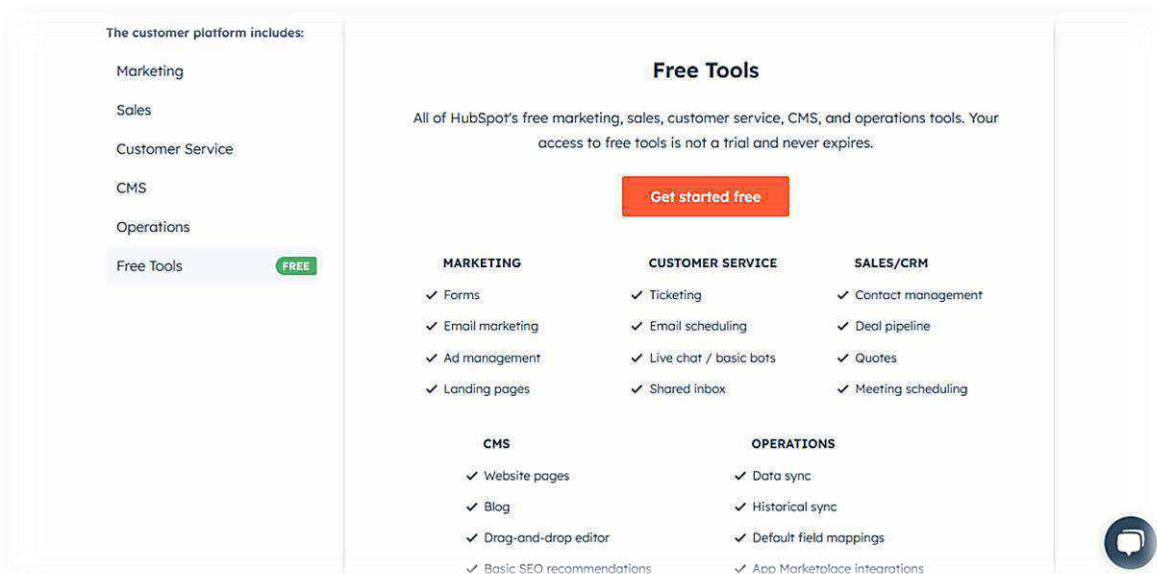
Making sure everyone has the right skills to take full advantage of the new technology that has being introduced. Thus, the first thing to integrate into the digital economy is to train the human resources in order to keep in touch with digital skills. Besides, to integrate MSME in digital economy, it needs to enhance the capacities of MSMEs to familiar with the advanced digital tools and platform such as CRM software like HubSpot, ERP system, e-commerce tools, digital apps like google.



For example, Customer Relationship management software is able to improve the customer relationship for MSMEs by using the software. CRM software like HubSpot, tracks the customer relationships as well as facilitates

marketing, sales, and service processes. HubSpot is ideal for any scaling business (whether you're small, mid-sized, or large enterprise) and any team (such as marketing, sales, customer service, operations, or C-suite).

There are a number of customer relationship management (CRM) tools in the market today, each of which comes with many features, Integrations, capabilities (Kristin Baker, 2022). The popular CRM platforms that can get free for users are HubSpot, Salesflare, Engagebay, Dynamics, Salesforce, Zoho, Big Contacts, Pipedrive, Freshworks, Active campaign (Hubspot, 2022). The HubSpot example is shown in the photo.



Source: hubspot.com

Many studies examined the digital transformation focusing on customer relationships with SMEs. According to the studies, SMEs utilize digital technologies to produce new digital products and services, expand the consumer base, and

improve business performance (Khin & Ho, 2019). Through high-speed networks, SMEs and entrepreneurs connect with suppliers and consumers, access real-time information, and immediately respond to rapidly changing markets and supply chains (Kergroach, 2021). New digital products and services developed using digital technology, significantly can expand the client base and improves the SMEs' performance (Khin & Ho 2019).

Digital Transformation

- Digital transformation is the process of changing how an enterprise leverages technology, people and processes to improve business performance and embrace new business models.
- This transformation is cultural in nature and affects all elements of the business including sales, marketing, operations and customer service and is typically accompanied by a move to modern cloud technologies.
- Two concepts related to digital transformation are digitization and digitalization.

Then, expert emphasized the situations and progress of the Digital economy 2023 by opening the YouTube links “https://www.youtube.com/watch?v=u_7G8Xy61zs”. According to the YouTube video, there has never been a **Bigger force for Change than Technology**. Some amazing facts about the Digital World, the Technology Evolution and the changes in society and business World. The digital world has experienced spectacular growth in the last years with Cutting-Edge Exponential Technology advances like robotics, internet of things, autonomous cars, robotics, 5G, smart cities, artificial intelligence or quantum computing. The major challenge for people, the society, governments and businesses, is to face the implications of digital change.



In conclusion, every organization and MSME needs to consider what are the key challenges of HR aspects to transform MSMEs. To face the challenges of the digital transformation, it needs to consider how to reskill and upskill the human resources of organizations and MSMEs in order to familiar and keep in touch with the digital tools and platforms for enhancing the productivity of respective works.

How importance the role of HR in Digital Transformation

- Human Resources (HR) have a crucial role to play in creating an organisational culture that supports and embraces growth.
- Human Resources (HR) also have a wider role to play –
 - helping them to communication the reasons for and benefits of change,
 - making sure everyone has the right skills to take full advantage of the new technology that's being introduced

How related digital transformation to MSMEs

- Customer relationships with SMEs are examined in digital transformation studies focusing on SMEs.
- SMEs use digital technologies to produce new digital products and services, expand the consumer base, and improve business performance (Khin & Ho, 2019).
- Through high-speed networks, SMEs and entrepreneurs connect with suppliers and consumers, access real-time information, and immediately respond to rapidly changing markets and supply chains (Kergroach, 2021).
- New digital products and services may be developed using digital technology, which expands the client base and improves the SMEs' performance (Khin & Ho, 2019).

The next session discussed how can unlock the productivity with digital tools especially Google to enhance the capacities of participants and MSMEs.

3.1.2. Day-1: Session-2

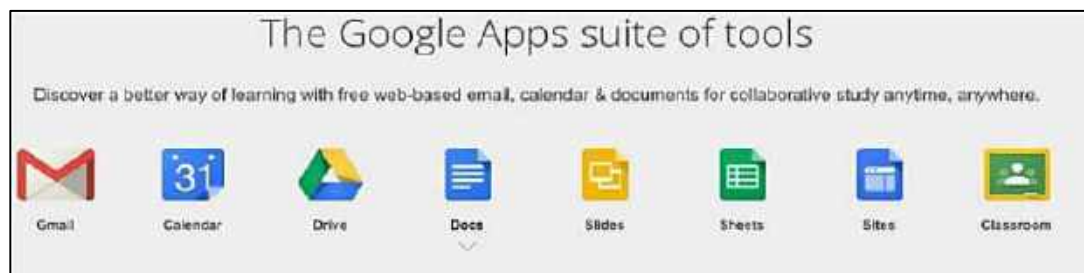
Unlocking Productivity of Google Apps



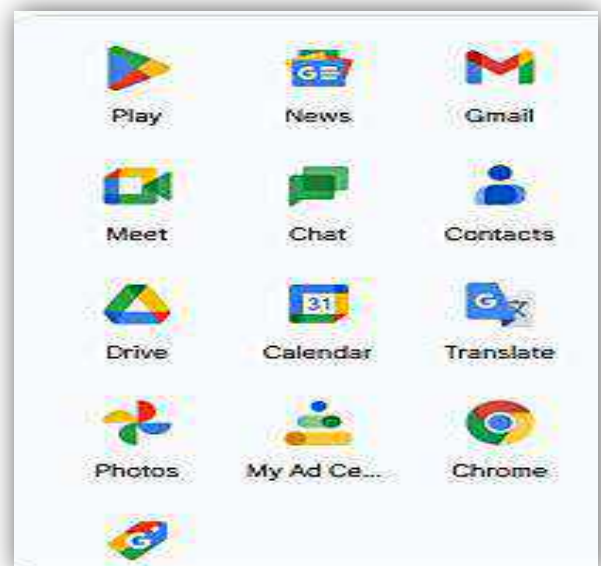
In the second session of Day-1, Expert Ms. Thinzar May Phu Wai continued discussing the topic “Unlocking Productivity of Google Apps” in order to equip the required digital skills for MSMEs and to apply Google Apps effectively in their business for enhancing productivity, efficiency and effectiveness.

3.1.2. Day-2: Session-2 Detail Lectures

Introduction of Google Apps and its Usefulness for MSMEs



In addition, it is easy -to- use and it is accessibility from anywhere. In addition, google can use not only laptop but also mobile phone and tablet. Everyone has at least mobile phone, it can use the **google apps** for enterprise management tools. So, as the most-needy basic digital skills, People including MSMEs should learn the usage of google apps step-by-step. Using the online tools for smart business management in the IT era can enhance the productivity of MSMEs. Then, expert trained how to use the google apps step by step from the downloading to using apps and assigned the practical exercises to participants.



Opening the new G-mail Account

If you have an account, enter email and click **"Next"**

Google

Sign in

Use your Google Account

Email or phone


Forgot email?

Not your computer? Use a Private Window to sign in. [Learn more](#)

[Create account](#) [Next](#)

Google

Hi may

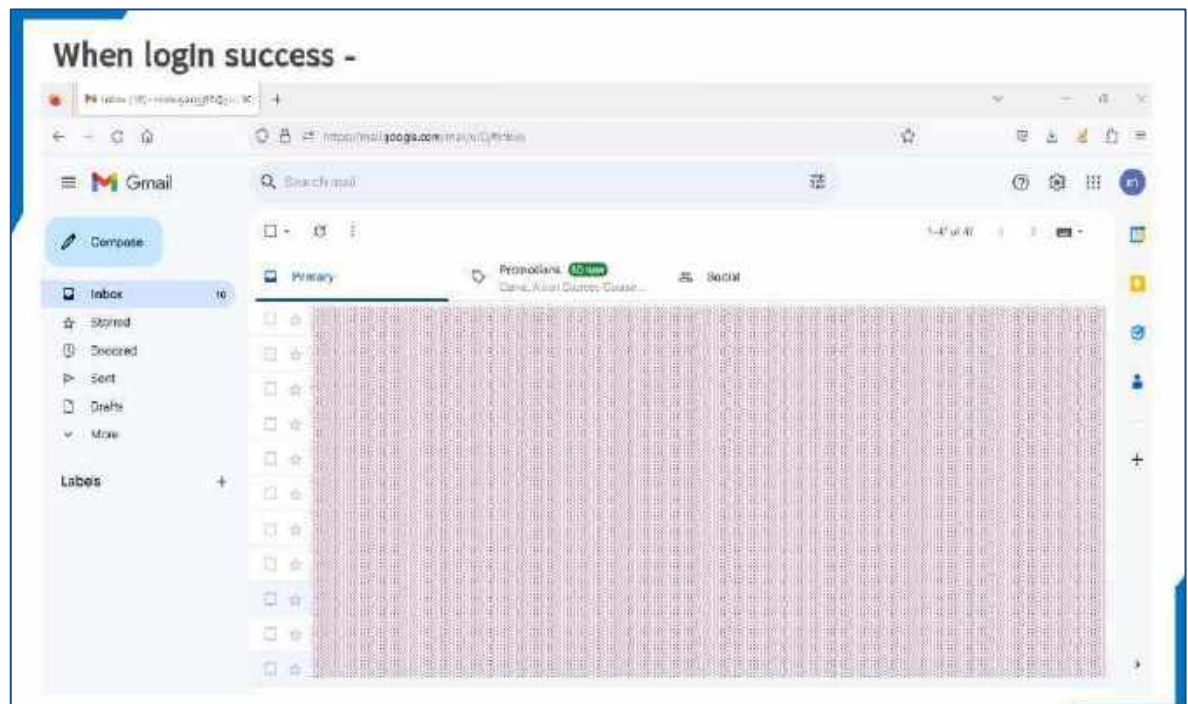
 @gmail.com

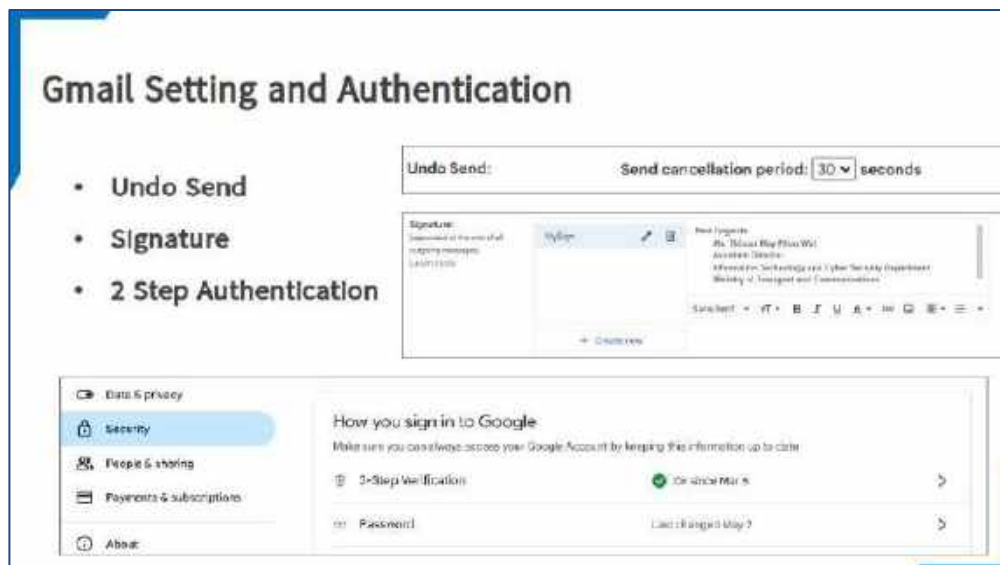
Enter your password

.....

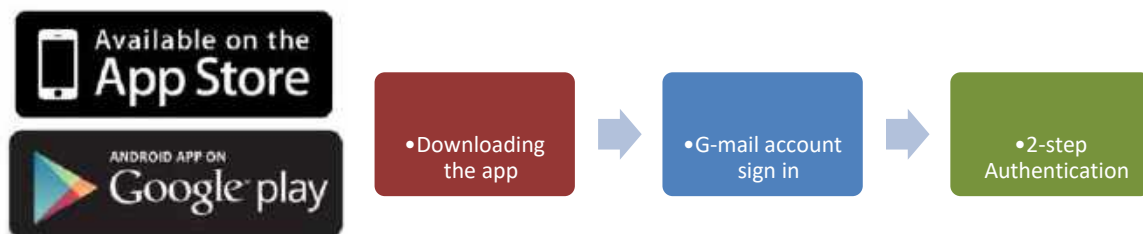
☐ Show password

[Forgot password?](#) [Next](#)

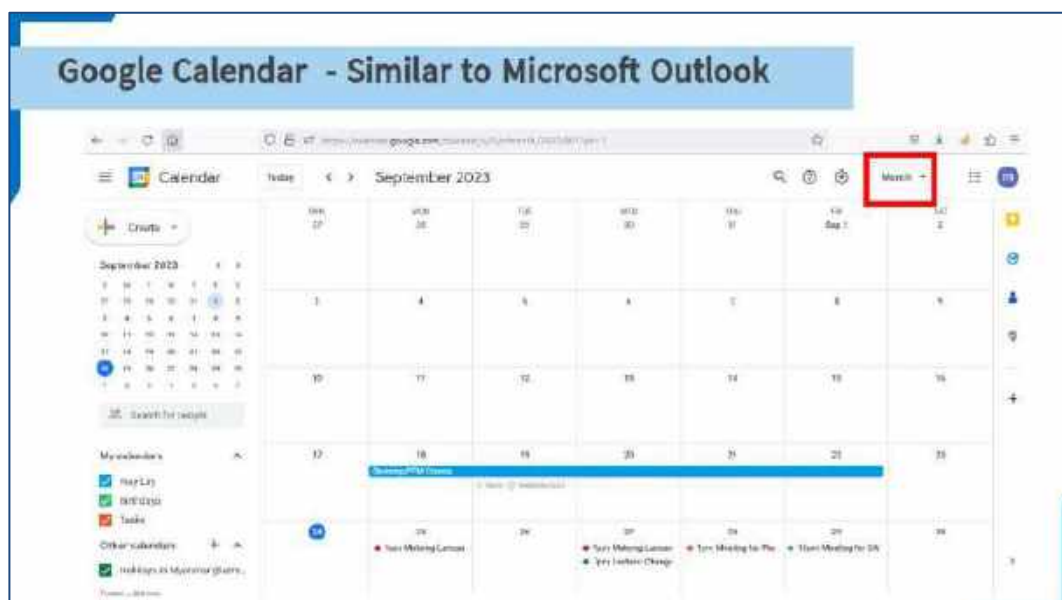




Expert demonstrated how to download the google apps in tablet, Mobile, desktop and laptop and how to sign in the Google in the browser. She also mentioned that opening the Gmail account should be set up the 2-step authentication for account security.



Google Calendar to maximize MSMEs' productivity

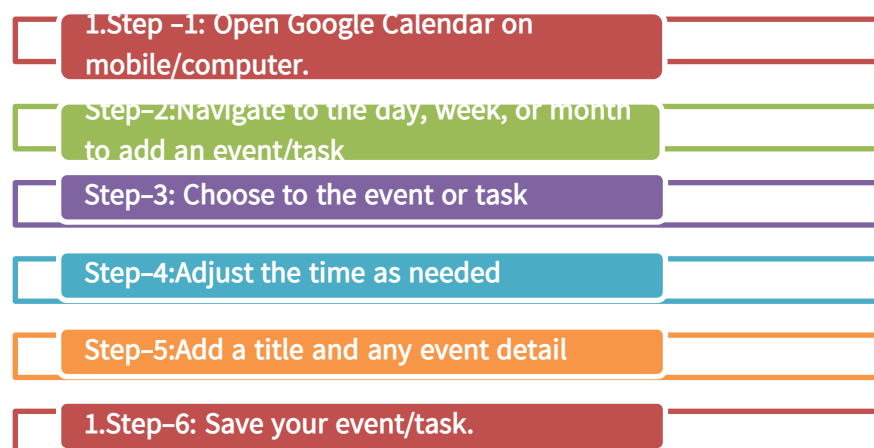


MSMEs need to manage their time efficiently and need to have knowledge regarding time management. And so, MSMEs should know about the Google calendar app and use for better time management because Google calendar tool can assist MSMEs to make appointments, arrange their daily tasks, future events and records. For these reasons, expert demonstrated how to use the Google Calendar step-by-step. After that, all participants made their practical exercises with the expert by using Google Calendar for their daily schedule and appointments.



The example for a business owner how to use the google calendar for better time management and for enhancing productivity is shown in the following diagram.

Steps of Using Google Calendar



Source: Gusto

Mon 16	Tue 17	Wed 18	Thu 19	Fri 20
Follow-up day	GSD day	Meeting day	Prioritization day	Planning day
Breakfast / Reading time 7 - 8am	Breakfast / Reading time 7 - 8am	Breakfast / Reading time 7 - 8am	Breakfast / Reading time 7 - 8am	Breakfast / Reading time 7 - 8am
Travel / Commute / Exercise 8 - 9am	Travel / Commute / Exercise 8 - 9am	Travel / Commute / Exercise 8 - 9am	Travel / Commute / Exercise 8 - 9am	Travel / Commute / Exercise 8 - 9am
Emails / Follow-ups 9 - 11am	Work GSD block: Growth things 9 - 10:30am	Weekly team meeting: Theme 2 9 - 10am	Personal GSD block 9 - 10am	Block for small tasks 9 - 11am
Calls 11am - 12pm	Work GSD block: Team things 10:30am - 12pm	1x1 meeting 10:30am - 11pm	Top-priority tasks 10am - 12pm	Reflect on this week 11am - 12pm
Lunch break / Relax 12 - 1pm	Lunch break / Relax 12 - 1pm	Lunch break / Relax 12 - 1pm	Lunch break / Relax 12 - 1pm	Lunch break / Relax 12 - 1pm
Calls 1 - 2pm	Work GSD block: Management things 1 - 2:30pm	Weekly team meeting: Theme 2 1 - 2pm	Easy tasks 1 - 2:30pm	Prep for next week 1 - 3pm
Walk / Coffee break 2 - 2pm	Wild card / Free block 2:30 - 4:30pm	Offsite meeting 2 - 4:30pm	Wild card / Free block 2:30 - 4:30pm	Celebrate EOW 3 - 4:30pm
Block for tasks you don't want to do 2:30 - 4:30pm				
Wrap up 4:30pm	Wrap up 4:30pm	Wrap up 4:30pm	Wrap up 4:30pm	Wrap up 4:30pm



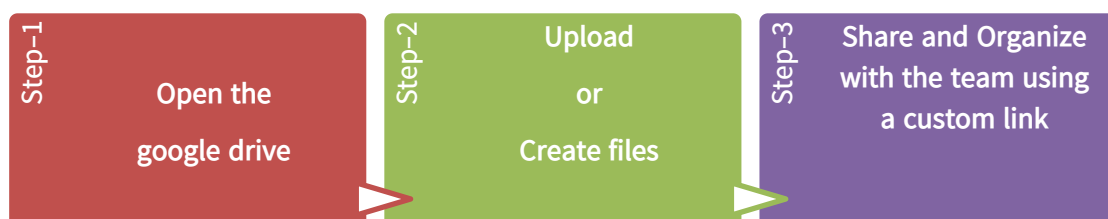
Using the Google Drive for better MSME real-time collaboration and for better user-centric enterprise web-based storage management system

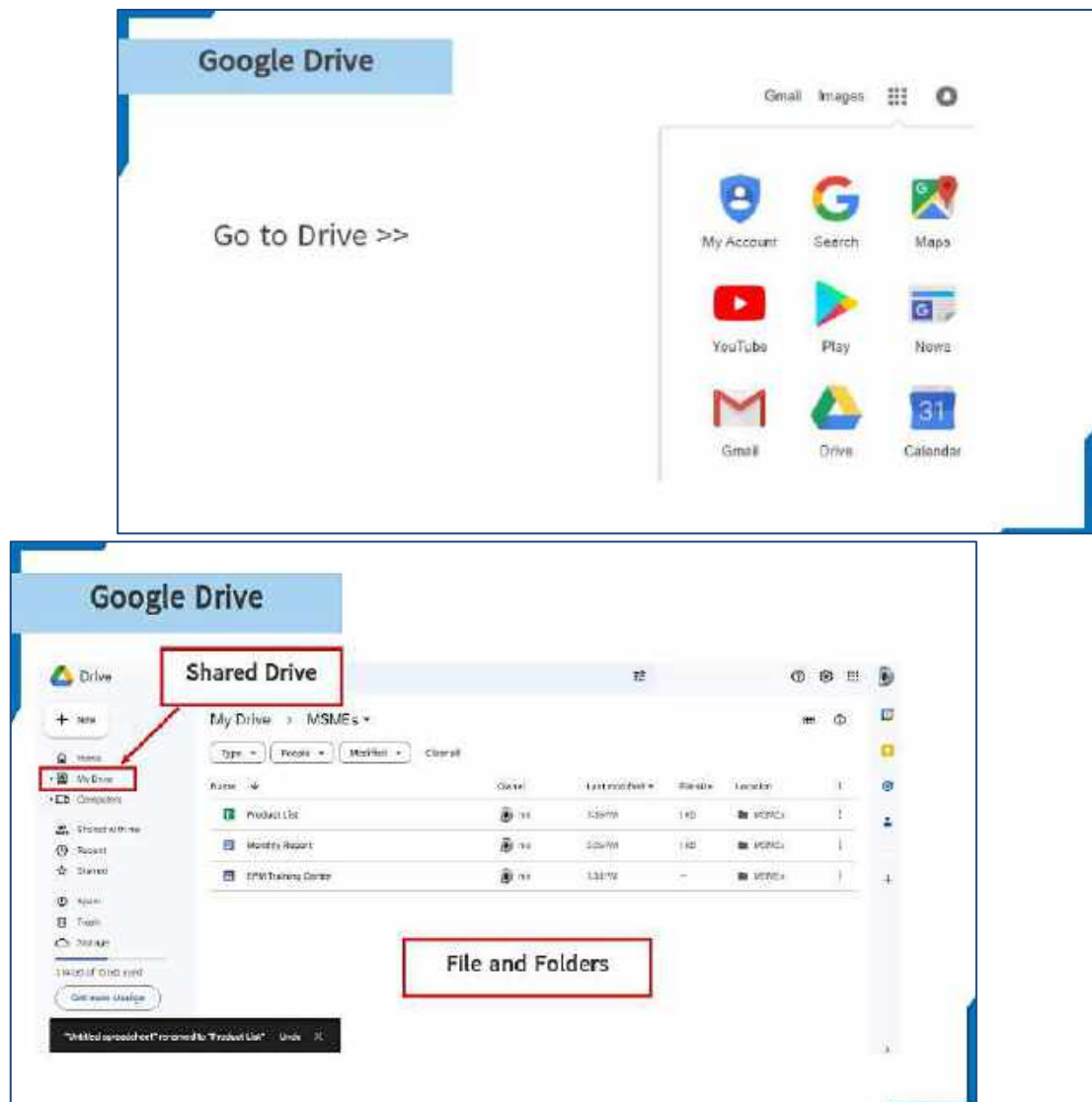


The expert introduced the usefulness and features of the Google Drive– “Keep everything and Share anything”. Google Drive is the another useful free google app for MSMEs to manage team collaboration and to get easily accessible the documents from anywhere in the world.

Then, she explained the benefits of Google Drive such as easy to use interface; share the files with the whole team using a custom link to make co-creation and co-editing the stored documents; store videos, PDFs, presentations and Photos and she trained the step-by step how to use it as in the following diagram.

Steps of Using Google Drive





After that, all participants made their practical exercises with the expert by using Google Drive.

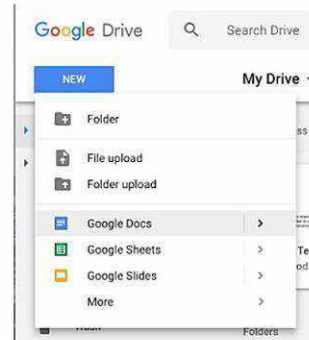
Using Google Docs for businesses

Expert shared the significant features of google docs, and why it is useful to know and why it should be used for MSMEs. The most prominent feature of Google docs is the creation of co-working space together which can offer the real-time collaboration. Generally, it is similar to Microsoft word but it is a cloud-based document so that it can help multiple people work together at the same time and all can see people's changes as they make them.

Google Doc – Similar to Microsoft Word




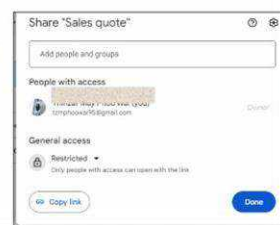
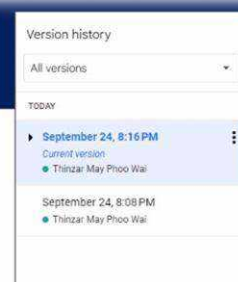
- Google Docs is the word processing program that you access online
- Create customize design or getting from template



In addition, it can make easier for teams to collaborate and work together. Employees from the team can edit, comment and view the google documents from anywhere as long as they have internet connection, but the owner of the files can only delete. As Managers or owners can monitor their team's progress by seeing the google docs such as google sheets, google docs.

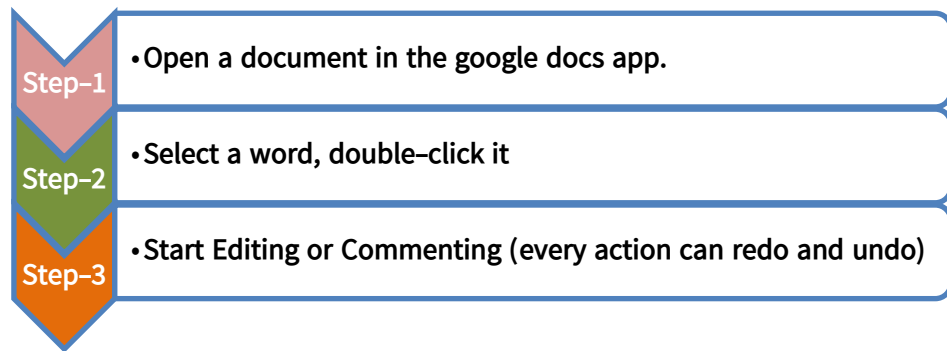
Important Features

- All files automatically saved as you make changes
- Review History by clicking 
- When shared, you can see who made changes and when.
- Share Options – Can Edit, Can Comment, Can view
- Only the owner can delete file



Then, she instructed step-by step how to use it as in following diagram. After that, all participants made their practical exercises with the expert by using Google Docs.

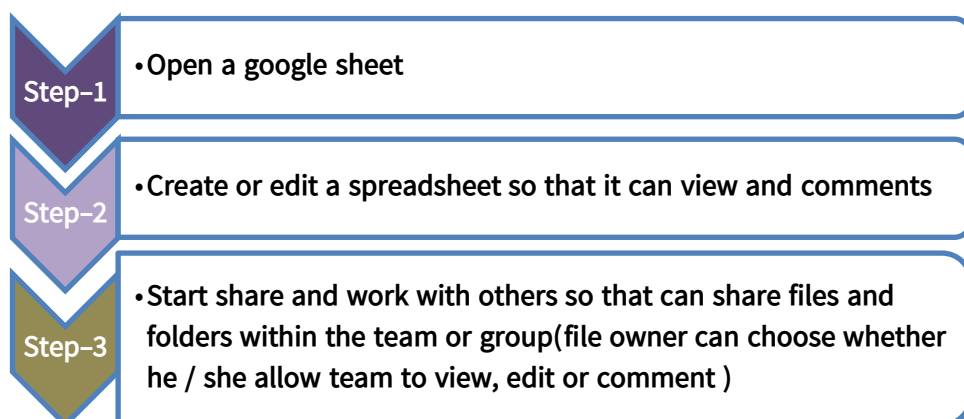
Steps of Using Google Doc

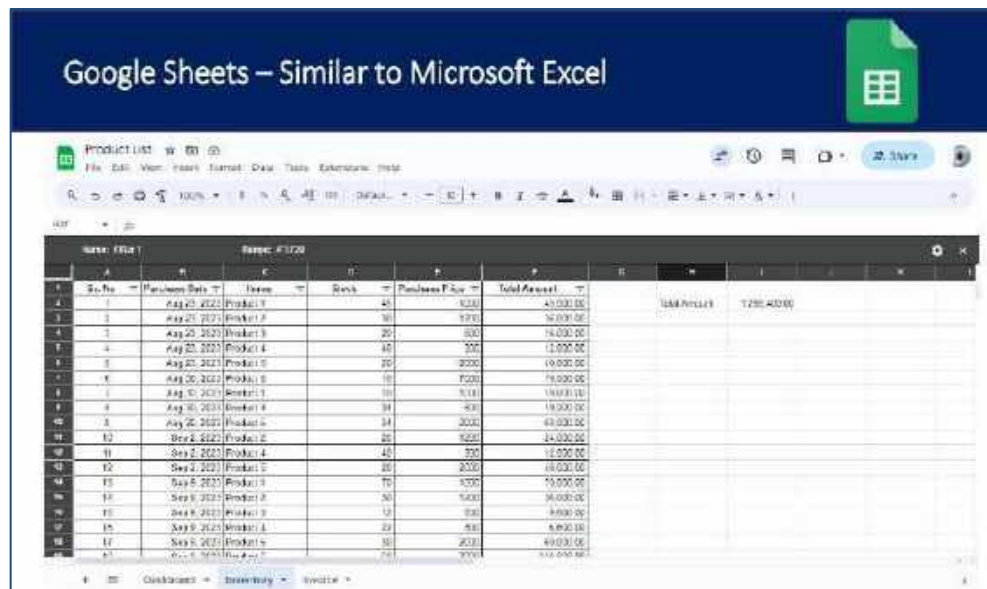


Using Google Sheet

Expert described that Google sheet was similar to the Microsoft Excel and also has the same functions to Excel, which allows users to edit, organize, analyze different types of information, and any changes can be tracked and monitored from anywhere in the world. The features of google sheet is same with the Google Docs such as real-time collaboration, better cost-efficiency, no need to pay subscription fees (Business money .com). Besides, the main advantages of google sheets over excel are seamless collaborative functionality, the ability to handle extremely large projects and data sets from anywhere (Toptal.com). Then, she guided the participants step-by step how to use it as below.

Steps of Using Google Sheet



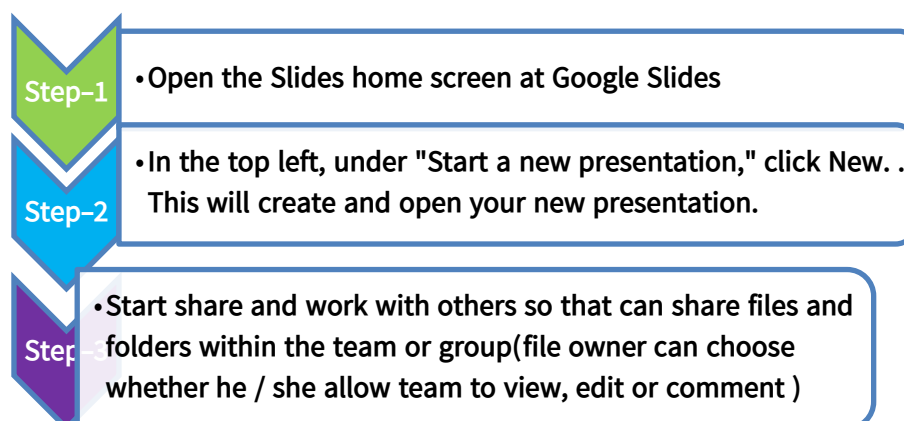


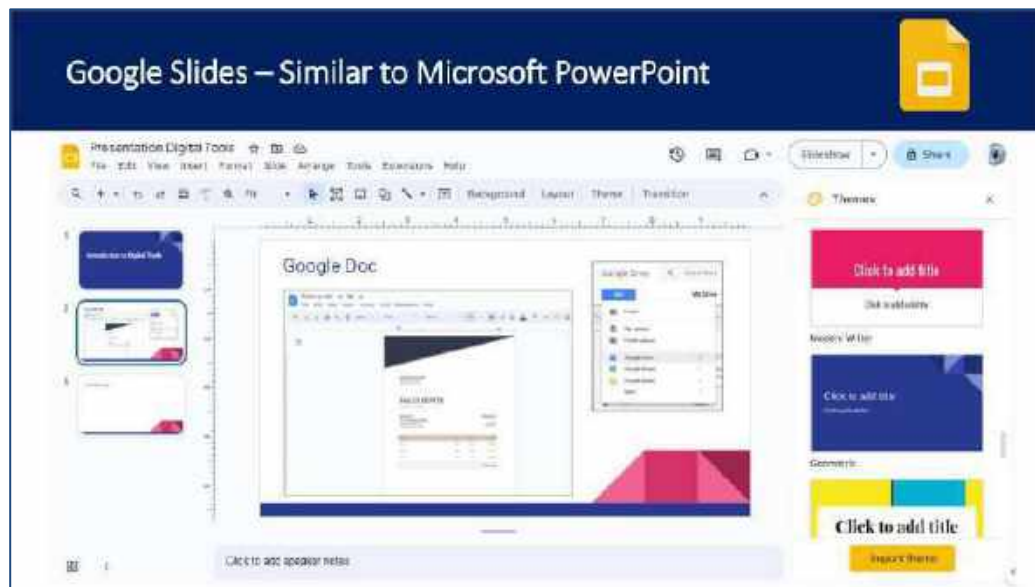
After that, all participants made their real-time collaboration practical exercises with the expert by using Google Sheet.

Google Slide

Another important google tool is google slide and it can be used as the function of power point. The prominent features of google slide are similar to the other google apps like google docs and google sheet. These google apps are the web-based tools so that all member of can be shared at the same time as a real-time collaboration. Expert trained all participant through practical exercises to familiar with the google tools step-by-step. The steps of the using google slide are shown in the following diagram. The example of using google slide for businesses are demonstrated as below.

Steps of the using google slide





Using Google Form

One of the important google tools for enterprises is Google Form that can be used to conduct the survey of the consumer opinions and market conditions. And, it can be used not only for students but also for MSMEs to collect the feedback and opinions of the targeted audience. Expert explained the usefulness of Google Form and its usage for purposes of collecting customer survey to develop the existing businesses. It is especially used to examine the market survey and customer's feedback.

Then, expert trained the participants through the step-by-step guidelines with the practical exercises, and the steps of using Google Form can be seen in the diagram. All participants practiced the customer feedback Google Form for their existing businesses' product and services.

Steps of Using Google Form

Step-1

- Set up a new form or quiz. Go to forms.google.com

Step-2

- Edit and format a form or quiz. You can add, edit, or format text, images, or videos in a form

Step-3

- Send your form for people to fill out. When you are ready, you can send your form to others and collect their responses

Google Form

The screenshot shows a Google Form titled "T-Shirt Sign Up" with the following questions:

- 1. Name *
- 2. Choose shirt color *
- 3. Select Size and how many do you want?

The form is displayed in a preview mode. To the right, a Google Sheet titled "T-Shirt Sign Up (Responses)" is shown, displaying the collected data in a table.

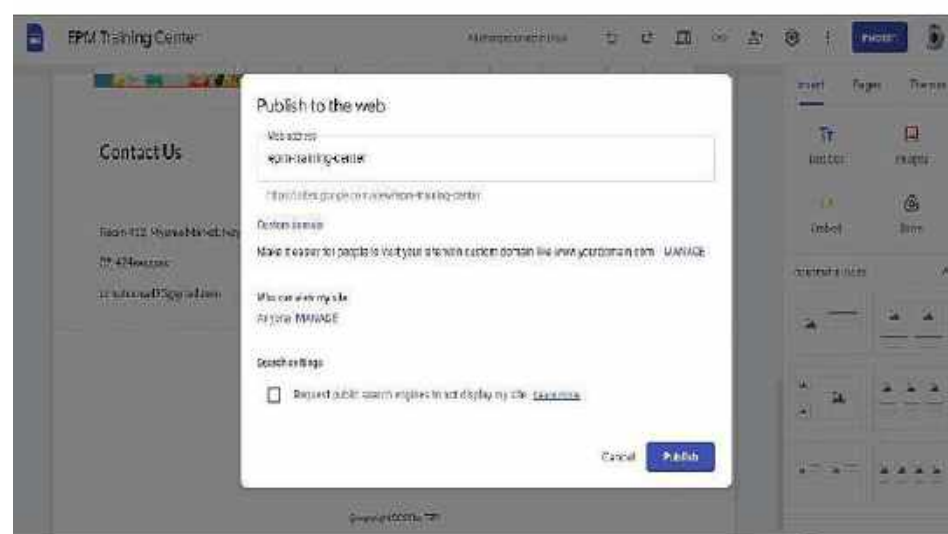
Timestamp	Name	Choose Shirt Color	Select Size and how many do you want?
9/24/2023 21:59:25	Thinzar Phoo (09424000	Shirt (Red)	3

Using Google Sites

Google Sites

- Act as a web page creation tool included as part of the free, web-based Google Docs Editors suite offered by Google.
- Allow users to easily add images and videos that make the experience more personal and engaging for visitors.
- Is a fully responsive platform
- Even, can add “google form” to the sites.

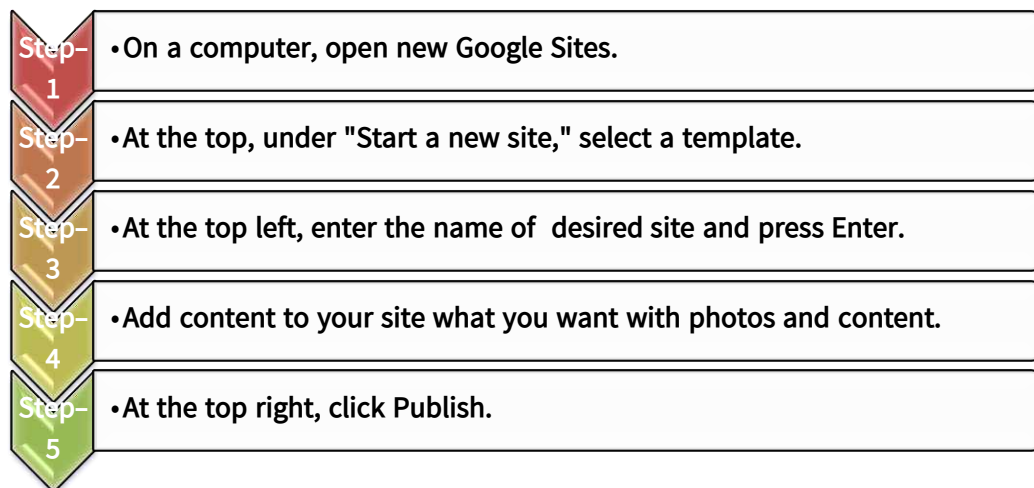
Another important google tool is the Google Sites. During the Phase-1 MLC forum, MSMEs mentioned that currently they could not afford to establish the own websites for their business because of high cost. So, in that training, expert explained how to establish the own website by using free Google Sites tool. Then, expert shared step-by-step how to use Google Sites tool for MSMEs with the example.



Google Sites is a google tool that can be effectively and freely used as a web page creation tool including the web-based google docs editors suite offered by google. It allows users to add images and videos easily which gives more personal

experiences, and eases in engaging to the visitors as a fully responsive platform. In addition, it can add “Google Form” to the own google sites for conducting surveys. In order to create a google site, it needs to follow the step-by-step procedures as below Diagram:

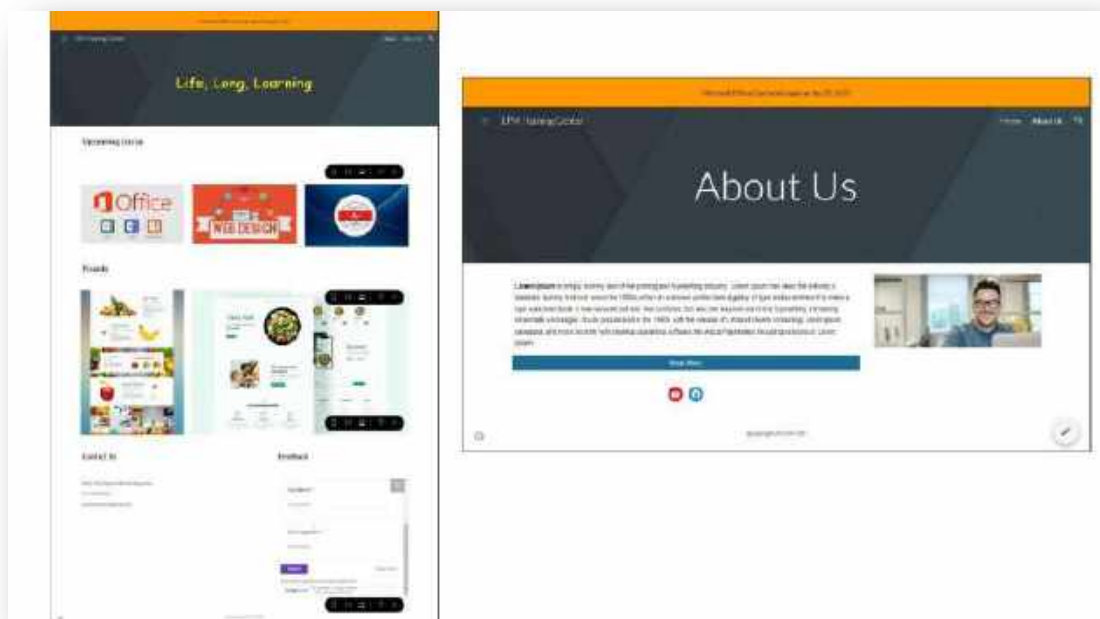
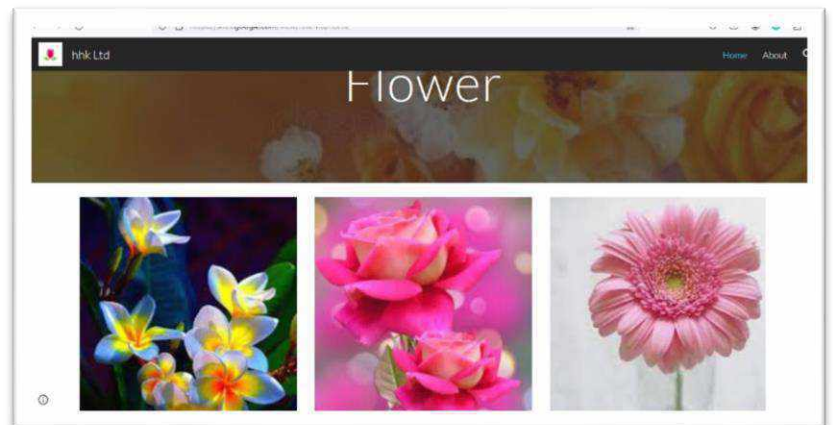
Guidelines of Using Google Sites

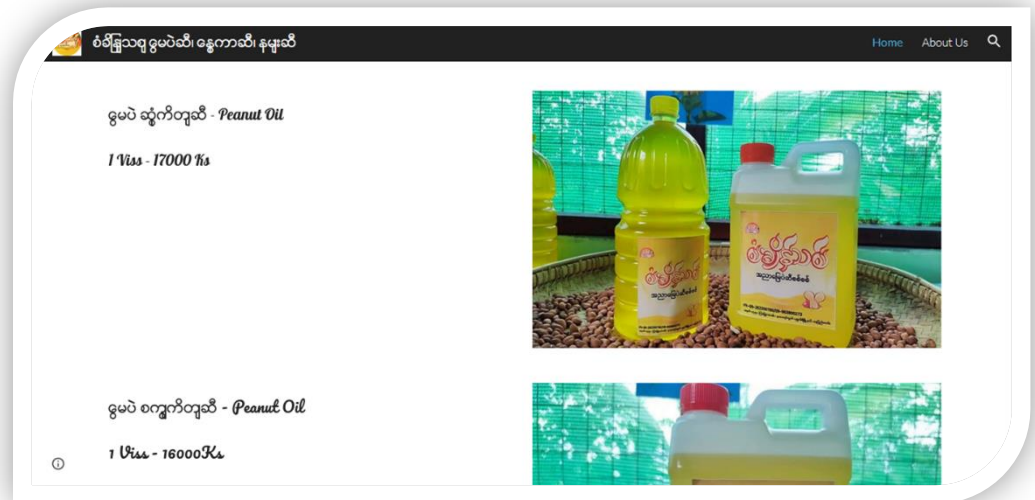


Then, all participants were assigned to establish their departmental websites or own business websites by using Google Sites tool. Participants’ assignment websites and google websites links are also attached. The guideline of Google Sites is exposed in the table. The practical exercises of the participants are shown in the following.



Assignment Websites developed by Participants







Participants' assignment website links

<https://sites.google.com/view/msme-training-data/support?authuser=0>

<https://sites.google.com/view/hhk-ltd/home>

https://sites.google.com/d/1f4iCfrsgAfvtAE_f5Lm7hjLpW0kVq8n/p/1RNHxKaPrxrmuMT5dr4mV-iKHlhYfOPYz/edit

<https://sites.google.com/view/linnsein/home>

<https://sites.google.com/view/msme-training-data/home>

<https://sites.google.com/view/htunmyanmar/home>

<https://sites.google.com/view/htunmyanmar/home>

<https://sites.google.com/view/marshita-confectionery>

<https://sites.google.com/view/>

<https://sites.google.com/view/%20hie1products>

<https://sites.google.com/view/my-traditional-shop/home>

https://sites.google.com/d/1ZK6TKKkQO1K-MGMuWQNKCBIbaMUfbzts/p/1KSm2HytKMvPabkYx76IIXV_XQSviZd/edit

<https://sites.google.com/view/rgreat>

<https://sites.google.com/view/mmstar-mobileandlaptops/home>

<https://sites.google.com/view/alinyaung/about-us>

3.2. Day- 2



5 Days Training Program for Digital Upskilling and Reskilling for Mekong-Lancang MSMEs

Date – 25th – 29th September 2023

Venue – Thingaha Hotel, Nay Pyi Taw

26.9.2023 (from 9:30 AM–16:45 PM)

Basic Level – Utilizing of essential digital tools for MSME Development/ Business

Time	Title	Expert
09:00–09:30	Registration	
09:30–10:45	Morning Session (Introduction to essential basic digital Literacy skills) Creating professional e-mail accounts, social media accounts and Communication etiquette How to use devices like a computer,tablet or mobile phone for simple,personal and work tasks How to establish the social media profiles for business (Facebook, LinkedIn, Tiktok, Twitter, Instagram) including practical exercise	Mrs.Htoo Thant Sin Managing Director & Principal Consultant Panellist Business Services
10:45–11:00	Refreshment	
11:00–12:30	Morning Session Success stories of Small businesses by using the digital tools and online applications	II
12:30–13:30	Lunch Break	

13:30–14:30	Afternoon Session	II
	How to use essential Digital skills for basic content creation and online branding (such as video editor software, photo editor example, how to use canva.com) including practical exercise	
14:30–15:30	Basic of data management, organizing digital files and using cloud storage. (data to digitalization)	II
15:30–15:45	Refreshment	
15:45–16:45	Data-Driven Marketing with Google Analytic	

3.2.1. Session- 1



The expert of Day -2 is Mrs. Htoo Thant Sin who shared the topic: the Digital Upskilling and Reskilling Mekong-Lancang MSMEs. The lecture delivered by Expert Mrs. Clara Htoo Thant Sin was composed of 5 Modules such as:

- Module 1: Building a Solid Digital Foundation
- Module 2: Exploring Online Platforms and E-Commerce Solutions
- Module 3: Embracing Digital Payment Systems
- Module 4: Crafting an Effective Digital Marketing Strategy
- Module 5: Managing Online Business Operation
- Module 6: Managing Digital Transformation Projects

The learning objective is to gain essential insights and skills in digital upskilling and reskilling tailored for Mekong-Lancang MSMEs. The lecture aimed to empower participants with the knowledge required to navigate the digital landscape effectively. Key focus areas included digital literacy, technological tools relevant to MSMEs, and strategies for adapting to digital transformations. During first two days

of training, we sought to leverage a concentrated burst of learning to enhance our digital capabilities and to contribute to the border objective of advancing MSMEs in the Mekong–Lancang region.

The lecture encompassed a comprehensive curriculum designed to empower participants with practical insights and skills essential for navigating the digital landscape. The following modules covered a spectrum of topics, each contributing to building a solid foundation for digital transformation among Mekong–Lancang MSMEs.

Module 1: Building a Solid Digital Foundation

- **Evaluating the digital readiness of SMEs:** Assessing the readiness of MSMEs for digital integration.
- **Essential digital literacy and skills for SME owners:** Equipping participants with fundamental digital literacy and skills.
- **Demonstration of online portals:** Creating a practical showcase of an online portal, Facebook, and YouTube pages.
- **Choosing the right hardware, software, and infrastructure:** Giving guidance on selecting suitable digital tools for optimal performance.

Module 2: Exploring Online Platforms and E-commerce Solutions

- **Introduction to online platforms for SMEs:** Understanding the landscape of online platforms.
- **Exploration different E-commerce models and their suitability for SMEs:** Insight into various e-commerce and social media platforms.
- **Optimizing online platforms for user experience and conversions:** Observing techniques to enhance user experience and drive conversions.
- **Discussing E-commerce Models:** Performing group works to analyze pros, cons and relevance of different e-commerce models.

Module 3: Embracing Digital Payment Systems

- **Understanding digital payment options and their benefits:** Exploring digital payment solutions.
- **Implementation of secure and convenient payment systems:** Applying practical guidance on secure payment system implementation.
- **Ensuring Compliance with data privacy and security regulations:** Navigating regulatory aspects for data privacy and security.

Module 4: Crafting an effective Digital Marketing Strategy

- **Fundamentals of digital marketing for SMEs:** Building a foundational understanding of digital marketing.
- **Leveraging social media platforms and content marketing:** Strategies for effective social media and content marketing.
- **Social media campaign planning:** Group activity to plan and execute a social media campaign.

Module 5: Managing Online Business Operations

- **Key Considerations for Managing an online business:** Providing insights into critical aspects of online business management.
- **Customer Service and Support in the Online Environment:** Applying Strategies for providing excellent customer service in the digital realm.

Module 8: Managing Digital Transformation Projects

- **Change Management strategies and overcoming resistance:** Approaching to handle change and overcome resistance.

Module 9: Nurturing A Culture of Innovation and Adaptability

- **Encouraging continuous learning and experimentation:** Promoting a culture of continuous learning and adaptability.
- **Adapting to emerging Technologies and Trends:** Giving guidance on staying abreast of and integrating with emerging technologies.

The lecture incorporated several features such as practical demonstrations, group activities, and discussions to ensure an interactive and engaging learning experience. Specific tools and resources introduced online portals, social media platforms, e-commerce models, and digital marketing strategies providing participants with tangible skills to apply in the respective MSME contexts.

Day- 2: Session- 1 Detailed Lecture

Module 1: Building a Solid Digital Foundation

The topic of Solid digital foundation aims to equip MSMEs and government officials what they need to learn additionally, and what they need to prepare for transforming digitalization in existing businesses. As a leader and owner need to know how they should manage the digital processes when going to transform digitally in their existing businesses.

For an instance, expert shared her working experiences with the trainees when she worked as a HR manager in public listed company that designed the Airport logistic system software in Singapore for nearly five and half years since 2007. In that company, all data was collected and processes digitally.

While she was attending in HR training in Japan, she also served as an intern in a Japan consulting firm where 18 employees were working. In that company, all employees were going out to provide their clients for the whole day, and the company was operating using the productivity enhancing applications.

Through the Productivity software, a manger does not need to monitor physically for activities of the team, and only need to speculate the updated real-time digitalized productivity software. Productivity software can display who is doing what, with whom due to the real -time collaboration system. After working in that company, in 2016, she was assigned as a HR manager in a Myanmar company where she faced the culture shock. At that time in Myanmar, this company worked with a pile of documents such as personal document files and payroll ledgers, documents attendance sheets although working in Singapore, using the finger prints in HR sector.

So, she faced lots of difficulties due to changing the work environment and culture, and she tried to handle a pile of documents, payroll for employees. Since that time, as a HR manager, she attempted to transform digitally the existing processes of the company. When transforming, it is needed to assess the digital readiness of the company such as the HR perspectives whether HR is readiness for digitalization or not. In 2016, in Myanmar, most companies alerted the awareness of the role of digitalization for enhancing productivity. Even when the company has attempted to digital transformation since 2016 to till now, it can only change partially. Therefore, digital transformation process may take at least 2 years.

Till now, people are still afraid of applying digitalization system. Especially service rendering business needs to be more online actively, and in implementing digital transformation, it needs to consider the HR perspectives in advance how to handle the fear of employees regarding the digital system, and how to encourage the mindset of the employees to apply digitalization. Most employees consider that the manpower will be reduced when business transformed to digitalization. Therefore, they worry about the loss of employment resulting digitalization. Moreover, the skill gap for digitalization has to be considered from the HR point of view. In transition of digitalization, MSMEs need to assess not only the digital readiness for themselves but also the digital skill readiness for their employee. In addition, to acquire the digital readiness, internal policy and behavior of customers is also crucial as well.



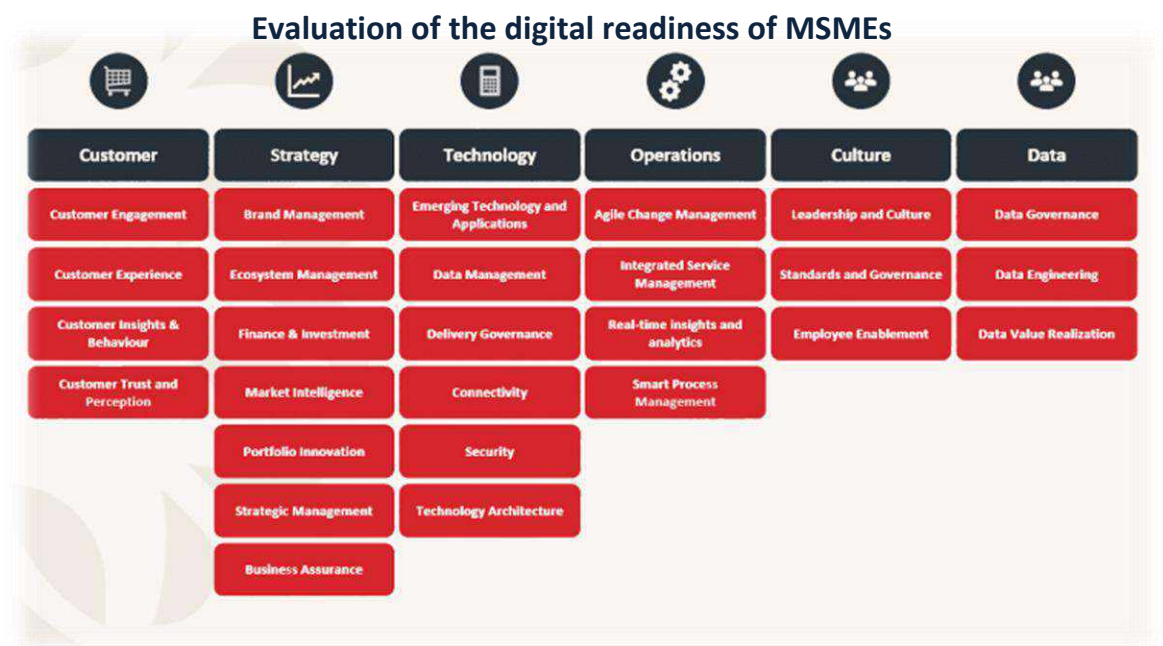
Based on the clients' behavior and culture, it needs to consider whether the business should transform digitally or not. Depending on the employees' and customers' familiarity with digital technology, it should not be decided to carry out although some businesses utilize digitalization. Thus, expert discussed how to evaluate the digital readiness of MSMEs for customer; strategy; technology; operations; culture and data based on the Case Study of PBS's Online Portal.

Module 1: Building a Solid Digital Foundation

1) Evaluating the Digital Readiness of SMEs

- **Evaluating the Digital Readiness of Customer:** provides an experience where customers view the organization using their preferred channels of interaction as their digital partner to control their future via online and offline.
- **Evaluating the Strategy:** focuses on how the business transforms or operates to increase its competitive advantage through digital initiatives; it is embedded within the overall business strategy.

- **Evaluating Technology:** underpins the success of digital strategy by helping to create, process, store, secure and exchange data to meet the needs of customers at low production/ service costs and low overheads.
- **Evaluating Operations:** is executing and evolving processes and tasks by utilizing digital technologies to drive the strategic management and to enhance the business efficiency and effectiveness.
- **Evaluating Culture, People, and Organization:** is defining and developing an organizational culture through governance and talent processes to support progress along the digital maturity curve and the flexibility to achieve its growth and innovation objectives.
- **Evaluating data:** assesses the organization's ability strategically and operationally to use data and information assets ethically and effectively to maximize business value.



2) Essential Digital Literacy and Skills for SME Owners

- **Fundamental Digital Literacy:** Basic knowledge of computer operations, internet usage, and proficiency in using productivity tools such as email, web browsers, and word processing software.
- **Online Presence Management:** How to create and maintain a website, utilize social media platforms, and manage online listings and reviews.

Case Study: PBS's Facebook & YouTube Channel

- **Data Analysis and Interpretation:** Understanding key performance indicators (KPIs), utilizing data analytics tools, and deriving actionable insights from data to optimize operations, improve marketing strategies, and enhance customer experiences.

Case Study: PBS's Facebook & YouTube Channel

- **Digital Marketing and Advertising:** Raising knowledge of Search Engine Optimization (SEO), social media marketing, content creation, online advertising platforms, and email marketing.

Demonstration: Flodesk Email Marketing App

- **Cyber security and Data Protection:** Understanding best practices for securing business information, implementing strong passwords, safeguarding customer data, and being aware of common cyber threats. These skills help SME owners protect their businesses and customer information from potential cyber-attacks.

3) Choosing the Right Hardware, Software and Infrastructure

- **Business Needs and Scalability:** SME owners should assess their current and future business needs to determine the hardware, software, and infrastructure requirements. It needs to consider the factors such as size of the business, projected growth, industry-specific needs, and the scalability of the chosen solutions to accommodate future expansion.

- **Compatibility and Integration:** It is important to select hardware and software solutions that are compatible with existing systems and can seamlessly integrate with other tools or platforms used by the business. Compatibility and integration ensure smooth data flow, streamlined processes, and avoid potential disruptions.
- **Budget and Cost-Effectiveness:** SME owners need to balance their budget constraints with the need for quality and reliable hardware and software solutions. And it also needs to consider the total cost of ownership, including initial investment, maintenance, training, and supporting costs. It has to prioritize the solutions that provide long-term value and align with the budgetary considerations of the business.
- **User-Friendliness and Training:** Employer requires choosing hardware and software solutions that are user-friendly and intuitive to minimize the learning curve for employees. Additionally, it should be considered that the availability of training and support resources provided by the vendors or third-party providers ensure the employees effectively utilize the tools and maximize their potential.
- **Security and Data Privacy:** It needs to prioritize hardware, software, and infrastructure solutions having robust security features to protect sensitive business data and customer information. Ensure compliance with data protection regulations and industry-specific security standards to mitigate the risk of data breaches and maintain customer trust.

Digital readiness assessment questionnaire for SMEs:

Current Digital Presence:



Do you have a website for your business?



Are you active on social media platforms? If yes, which ones? Have you engaged in any form of online marketing or advertising?

Digital Skillset:



How comfortable are you with using computers and the internet?

✚ Are you familiar with basic digital tools like email and word processing software?

✚ Have you received any formal digital training or certifications?

E-commerce Experience:

✚ Have you ever sold products or services online?

✚ Are you familiar with e-commerce platforms like Shopify, WooCommerce, or Magento?

✚ Do you use any online payment gateways for your business?

✚ How do you handle customer data and sensitive information in your business?

✚ Are you aware of data protection laws and regulations relevant to your industry?

✚ What hardware and software do you currently use in your business operations?

✚ Do you have a reliable internet connection and backup solutions in place?

✚ How do you communicate with your customers online (e.g., email, chat, social media)? Do you have?

✚ Are you familiar with digital marketing techniques such as SEO, social media marketing, or pay-per-click advertising?

✚ Have you set specific goals for your online marketing efforts?

✚ Do you monitor your competitors' online activities and strategies?

✚ Have you identified any digital trends or innovations in your industry that you're considering adopting?

✚ Are you knowledgeable about common cyber security threats (e.g., phishing, malware)?

- ✚ Do you have cyber security measures in place to protect your business?
- ✚ Do you have any upcoming projects or initiatives related to digital transformation?
- ✚ What are your long-term goals for leveraging digital technologies in your business?

Module 2: Exploring Online Platforms and E-Commerce Solutions

1) Introduction to Online Platforms for SMEs

- **Introduction to E-commerce Platforms:** These platforms provide a ready-made infrastructure for SMEs to showcase and sell their products or services online. Examples include Shopify, Woo Commerce, and Big Commerce.
- **Introduction to Social Media Platforms:** Social media platforms like Facebook, Instagram, Twitter, and LinkedIn offer SMEs the ability to engage with customers, share updates, and promote their brands.
- **Introduction to Business Directories:** Online business directories, such as Yelp and Google My Business, allow SMEs to list their businesses, provide information to potential customers, and receive customer reviews.



- **Introduction to Freelance and Service Marketplaces:** Platforms like Upwork, Fiverr, and Freelancer connect SMEs with freelancers or service providers for various business needs such as design, marketing, and programming.

2) Exploring Different E-commerce Models and Their Suitability for SMEs

- **Business-to-Consumer (B2C) Model:** It involves selling products or services directly to individual customers. This model is suitable for SMEs that offer consumer goods, fashion items, electronics, and other products with broad appeal. It also allows SMEs to establish an online storefront or use existing ecommerce platforms to reach a large customer base. B2C e-commerce enables SMEs to have direct control over the customer experience, branding, and pricing.
- **Business-to-Business (B2B) Model:** The B2B model involves selling products or services to other businesses. This model is suitable for SMEs that provide specialized products, equipment, or services to other businesses. B2B ecommerce platforms facilitate efficient transactions, streamline supply chain processes, and enable SMEs to reach a wider network of business clients. This model requires strong relationship-building, personalized pricing, and efficient order fulfillment capabilities.
- **Online Marketplace Model:** Online marketplaces like Amazon, eBay, and Etsy act as intermediaries, connecting SMEs with a large pool of customers. SMEs can list and sell their products on these established platforms. This model is suitable for SMEs that tend to leverage the existing customer base, infrastructure, and marketing capabilities of online marketplaces. Furthermore, it provides SMEs a broader market reach, increasing visibility, and ease of entry into e-commerce without building a standalone online store.
- **Subscription Model:** The subscription model involves offering products or services on a recurring basis, typically through a subscription fee.

This model is suitable for SMEs that provide subscription boxes, software as-a-service (SaaS) solutions, digital content, or membership-based services. It can provide recurring revenue streams, enhance customer loyalty, and foster long-term relationships with customers.

- **Dropshipping Model:** The drop shipping model allows SMEs to sell products without holding inventory. When an order is placed, the SMEs forward the customer's order and shipment details to a supplier or manufacturer, who then directly ships the product to the customer. This model is suitable for SMEs that want to minimize inventory costs, reduce logistics complexity, and focus on marketing and customer service.
- **Peer-to-Peer (P2P) Model:** The P2P model enables individuals or SMEs to buy and sell products or services directly to other individuals or SMEs. Examples include platforms like Airbnb (accommodation sharing) and Uber (ridesharing). This model is suitable for SMEs that offer shared economy services or have a marketplace-style business model.



3) **Optimizing Online Platforms for User Experience and Conversions**

- **Streamline Navigation and User Flow:** Ensure that your online platform has a clear and intuitive navigation structure. Make it easy for users to find what they are looking for by organizing products or services into logical categories and providing a search functionality. Optimize the user flow by minimizing the number of clicks required to complete a desired action, such as making a purchase or submitting a contact form.
- **Mobile-Friendly Design:** With the increasing use of mobile devices, it is essential to optimize your online platform for mobile users. Adopt responsive design principles to ensure a seamless and visually appealing experience across different screen sizes. Pay attention to factors such as load times, easy-to-read content, and simplified navigation on mobile devices.
- **Compelling Visuals and Product Imagery:** High-quality visuals and product imagery can significantly impact user experience and drive conversions. Use professional product photos, videos, and interactive elements to showcase your offerings in the best light. Incorporate zoom features or 360-degree views to provide users with a closer look at the products. Consistent branding and visually appealing design elements also contribute to a positive user experience.
- **Clear and Persuasive Call-to-Actions (CTAs):** Strategically place clear and visually prominent CTAs throughout your online platform. Use persuasive language that encourages users to take specific actions, such as "Buy Now, " "Sign Up, " or "Contact Us." Ensure that CTAs are easily clickable and stand out from other page elements to guide users towards the desired conversion goals.
- **Simplify Checkout and Conversion Process:** Minimize friction during the checkout and conversion process to reduce cart abandonment and increase conversions. Implement a streamlined and user-friendly checkout process with a progress indicator, guest checkout option, and

easy-to understand form fields. Offer multiple payment options and provide transparent information about shipping costs, return policies, and security measures to build trust and confidence.

- **Personalization and Recommendation Engine:** Leverage personalization techniques and recommendation engines to enhance user experience and drive conversions. Utilize data such as previous purchase history, browsing behavior, and demographics to deliver personalized product recommendations, tailored content, and targeted promotions. This can significantly improve user engagement and increase the likelihood of conversions.
- **Continuous Testing and Optimization:** Regularly test and analyze user behavior on your online platform using tools like heatmaps, user recordings, and A/B testing. This will help identify areas of improvement and optimize the user experience and conversion rates. Make data-driven decisions by analyzing user feedback, click-through rates, conversion rates, and other relevant metrics.

4) **Discussing E-commerce Models**

Performing group works to analyze pros, cons and relevance of different e-commerce models.

Group Work
Online Platform Showcase– <ul style="list-style-type: none">• Discuss the pros and cons• Relevant businesses of different e-commerce models.<ol style="list-style-type: none">1. Subscription Model2. Online Marketplace Model3. Drop shipping Model4. Peer To Peer Model5. B2B6. B2C



Tips of E-commerce Business Models and its pros & cons		
E-commerce Business Models	Pros	Cons
1. Subscription Model:	Recurring Revenue: Provides a stable and predictable income stream through subscription fees.	Customer Churn: High churn rates can be a challenge if subscribers cancel their subscriptions.
Relevant Businesses: Streaming services (e.g., Netflix, Spotify), SaaS software (e.g., Adobe Creative Cloud).	Customer Loyalty: Encourages customer loyalty and retention as subscribers commit to regular purchases.	Initial Acquisition Cost: Acquiring new subscribers can be expensive.
	Personalization: Allows for customization and personalization of products or services based on subscriber preferences.	Content or Product Quality: Consistent delivery of quality content or products is essential to retain subscribers.
2. Online Marketplace Models:	Diverse Product Selection: Offers a wide range of products from multiple sellers, attracting a larger customer based.	Competition: Intense competition among sellers can lead to price wars.
Relevant Businesses: Amazon, eBay, Etsy, Alibaba	Scalability: Allows for easy scalability and growth as more sellers and buyers join the platform.	Fees: Marketplace often charge fees for listing and sales, impacting seller margins.

Tips of E-commerce Business Models and its pros & cons		
E-commerce Business Models	Pros	Cons
	Trust and Security: Can provide trust and security mechanisms such as reviews and ratings.	Limited Brand Control: Sellers may have limited control over branding and customer experience.
3. Drop shipping Model:	Low Initial Investment: Requires minimal upfront investment as products are only purchased when an order is received.	Thin Margins: Profit margins can be slim due to low pricing and competition.
Relevant Businesses: Shopify drop shipping stores, Oberlo	Inventory Management: Eliminates the need for inventory management and warehousing.	Quality Control: Sellers may have limited control over product quality and shipping times.
	Flexibility: Allows for a wide range of product offerings without the need for production or storage.	Supplier Reliability: Dependence on third-party suppliers can lead to fulfillment issues.
4. Peer-to-Peer(P2P) Model:	Community Building: Fosters a sense of community and trust among peers.	Limited Scalability: May not scale well for large-scale or global operations.
Relevant Businesses: Craigslist, Facebook Marketplace, Airbnb (for	Localized Transactions: Often used for local or unique goods and services.	Trust Issues: Trust between peers can be a concern, especially for

Tips of E-commerce Business Models and its pros & cons		
E-commerce Business Models	Pros	Cons
short-term rentals).		higher-value transactions.
	Lower Fees: Typically involves lower transaction fees compared to traditional marketplaces.	Regulatory Challenges: May face regulatory hurdles, especially in regulated industries.
5. B2B (Business-to Business) Model	Higher Transaction Values: Involves larger transaction values and long-term contracts.	Complex Sales Cycles: Longer sales cycles and negotiations are common in B2B transactions.
Relevant Businesses: Alibaba (B2B platform), industrial equipment suppliers.	Niche Markets: Often serves specialized industries with unique needs.	Market Entry Barriers: Entry into B2B markets can be challenging due to established relationships.
	Relationship Building: Focuses on building strong business relationships.	Customization: May require customization and tailored solutions for each client.
6. B2C (Business-to Consumer) Model:	Mass Market Reach: Targets a broad consumer audience.	Intense Competition: High competition in the B2C space can make it challenging to stand out.

Tips of E-commerce Business Models and its pros & cons		
E-commerce Business Models	Pros	Cons
Relevant Businesses: Amazon, Walmart, Apple, fashion retailers.	Direct Sales: Enables direct sales to end consumers.	Customer Acquisition Costs: Acquiring and retaining customers can be costly.
	Easier Marketing: Typically involves more straightforward marketing and branding.	Consumer Expectations: Consumers often have high expectations for convenience and customer service.

3.2.2. Day- 2: Session- 2 Detailed Lectures

Module 3: Embracing Digital Payment Systems

1) Understanding Digital Payment Options and Their Benefits

- **Credit and Debit Cards**
 - **Convenience:** Credit and debit cards are widely accepted by allowing customers to make purchases via online as well as offline.
 - **Security:** Card payments offer protection against fraud through features such as chip technology and tokenization.
 - **Record Keeping:** Digital transactions provide electronic records making it easier for businesses and consumers to track their spending and manage finances.
- **Mobile Wallets**
 - **Contactless Payments:** Mobile wallets, such as Apple Pay and Google Pay, enable users to make payments using the smartphones or smart watches by providing a fast and contactless experience.

- **Ease of Use:** Mobile wallets are able to store payment information securely eliminating the need to carry physical cards.
- **Loyalty and Rewards:** Many mobile wallets integrate loyalty programs and offer incentives, encouraging customer retention.
- **Online Payment Gateways**
 - **E-commerce Compatibility:** Online payment gateways, like PayPal and Stripe, enable businesses to accept payments securely on their websites.
 - **Global Reach:** Online payment gateways can support international transactions, allowing businesses to tap into a global customer base.
 - **Fraud Protection:** Payment gateways often come with robust fraud prevention measures reducing the risk of fraudulent transactions.



2) Implementing Secure and Convenient Payment Systems

Tips for implementing secure and convenient payment systems
Step-1: Strategic Partner Selection
Step-2: Robust Security Measures
Step-3: Continuous Monitoring and Improvement
Step-4: Seamless Integration
Step-5: Regulatory Compliance
Step-6: Thorough Testing and Training



3) Ensuring Compliance with Data Privacy and Security Regulations

Tips for Ensuring Compliance with Data Privacy and Security Regulations
<ul style="list-style-type: none">• Understanding Data Privacy Laws• Data Collection and Consent• Secure Data Handling• Data Breach Preparedness• Vendor Management• Employee Training and Awareness• Customer Rights and Requests

Module 4: Crafting an Effective Digital Marketing Strategy

1) Fundamentals of Digital Marketing for SMEs

- **Targeted Audience Identification:** Define and understand your target audience's demographics, behaviors, and preferences to tailor your marketing strategies effectively.
- **Engaging Content Creation:** Craft compelling and valuable content across various formats to captivate your audience and drive engagement.
- **Search Engine Optimization (SEO):** Optimize your website and content to rank higher in search engine results, enhancing your online visibilities and organic traffic.
- **Social Media Impact:** Leverage social media platforms to build brand awareness, connect with customers and foster a community around your business.
- **Email Campaign Effectiveness:** Utilize email marketing to nurture customer relationships, share updates, and drive conversions with targeted campaigns.
- **PPC Advertising Strategy:** Implement pay-per-click advertising to reach specific audience, increase website traffic, and achieve measure results.
- **Budget Management:** Explore effective budget allocation strategies for different digital marketing channels. Understand how to maximize ROI while staying within budget constraints.
- **Adapting to Trends:** Stay update with the latest digital marketing trends and technologies. Understand the importance of staying and adjusting strategies agile, and adjusting strategies accordingly.



2) Leveraging Social Media Platforms and Content Marketing

- Understanding Social Media Platforms
- Setting Clear Objectives
- Content Strategy Development and Creation
- Engagement, Interaction and Hash Tag Trends
- Visual Storytelling
- Data Analysis and Optimization
- Paid Advertising and Influencer Collaboration.
- Content Distribution Strategy and Adopting to Platform Changes.



3) Social Media Campaign Planning

Group activity to plan and execute a social media campaign by creating the customer segments based on the types of products offered visiting the www.uncommongoods.com website. The participants were able to consider who their target audience for each category.



Module-5: Managing Online Business Operation

1) Key Consideration for Managing an Online Business



- **Inventory Management and Fulfillment in the Digital space**
 - **Digital Inventory Tracking:** Learn how to track inventory levels accurately using digital tools, ensuring you have the right products in stock without overstocking or stockouts.
 - **Real-Time Visibility:** Utilize technology to provide real-time visibility into your inventory, allowing customers to view product availability and reducing the likelihood of backorders.
 - **Centralized Inventory Systems:** Implement centralized inventory management systems that synchronize across online platforms, preventing discrepancies and overselling.
 - **Automated Reordering:** Set up automated reorder points based on sales trends, ensuring a consistent supply of products without manual intervention.
 - **Product Categorization:** Organize products into categories and use digital labels to streamline inventory searches and facilitate quick retrieval.
 - **Efficient Order Processing:** Optimize order processing workflows to minimize delays. Implement efficient picking, packing, and quality checks.
 - **Reverse Logistics:** Plan for returns and exchanges by establishing a streamlined process for handling reverse logistics and customer satisfaction.
 - **Space Supplier Collaboration:** Foster strong relationships with suppliers to ensure timely replenishment and negotiate favorable terms.
 - **Sustainability Considerations:** Integrate sustainability practices into inventory management and fulfillment, such as eco-friendly packaging and optimized transportation routes.

- **Quality Control:** Implement stringent quality control checks before shipping products to ensure customers receive products in pristine condition.
- **Shipping Integration:** Integrate your e-commerce platform with shipping carriers for seamless label generation, tracking, and customer notification.



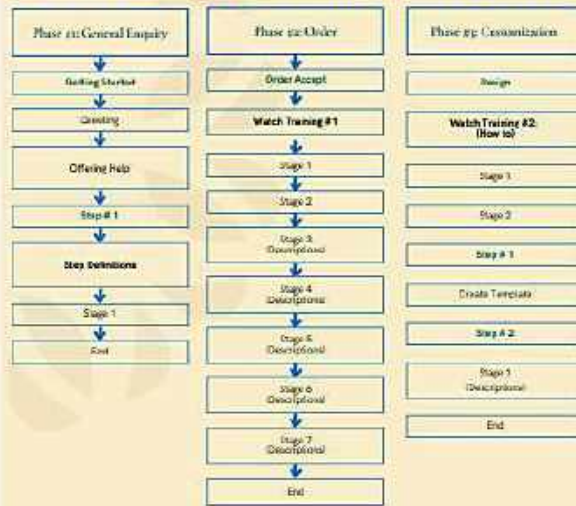
2) Customer Service and Support in the Online Environment

- **Service Sequences Template**
 - Multi-Channel Communication
 - Prompt Response
 - Time Clear Communication
 - Knowledge Base and FAQs
 - Personalized Interactions
 - Proactive Communication
 - Effective Escalation Process
 - Empathetic Problem Solving
 - Post-Purchase Support
 - Feedback Collection

- 24/7 Availability
- Quality Assurance Checks
- Crisis Management Preparedness

Customer Service and Support in the Online Environment

SERVICE SEQUENCES TEMPLATE

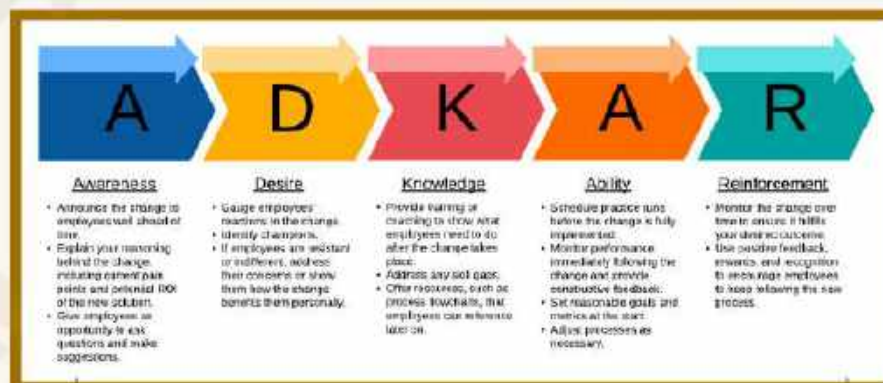


1. Multi-Channel Communication
2. Prompt Response Time
3. Clear Communication
4. Knowledge Base and FAQs
5. Personalized Interactions
6. Proactive Communication
7. Effective Escalation Process
8. Empathetic Problem Solving
9. Post-Purchase Support
10. Feedback Collection
11. 24/7 Availability
12. Quality Assurance Checks
13. Crisis Management Preparedness

Module 8: Managing Digital Transformation Project

1) Change Management Strategies and Overcoming Resistance

Change Management Strategies And Overcoming Resistance



- **Awareness**
 - Announce the change to employees well ahead of time
 - Explain your reasoning behind the change, including current pain points and potential ROI of the new solution.
 - Give employees an opportunity to ask questions and make suggestions.
 - Encouraging Continuous Learning and Experimentation.
- **Desire**
 - Gauge employees' reactions to the change.
 - Identify champions.
 - If employees are resistant or indifferent, address their concerns or show them how the change benefits them personally.
- **Knowledge**
 - Provide training or coaching to show what employees need to do after the change takes place.
 - Address any skill gaps.
 - Offer resources, such as process flowcharts, that employees can reference later on.
- **Ability**
 - Schedule practice runs before the change is fully implemented.
 - Monitor performance immediately following the change and provide constructive feedback.
 - Set reasonable goals and metrics at the start.
 - Adjust processes as necessary.
- **Reinforcement**
 - Monitor the change over time to ensure it fulfills your desired outcome.

- Use positive feedbacks, rewards, and recognition to encourage employees to keep following the new process.



Module 9: Nurturing A Culture of Innovation and Adaptability

1) Encouraging Continuous Learning and Experimentation

- **Learning Opportunities:** Provide access to workshops, webinars, and resources for ongoing skill development.
- **Fail-Fast Mentality:** Cultivate an environment where failures are seen as learning opportunities, promoting innovation.
- **Cross-Functional Collaboration:** Encourage collaboration across departments to foster diverse perspectives.
- **Open Ideas sharing:** Establish platforms for employees to share innovative ideas regardless of hierarchy.
- **Agility Enhancement:** Encourage experimentation to develop an agile workforce ready for dynamic digital changes.

2) Adapting to Emerging Technologies and Trends

- **Continuous Trend Watch:** Study update on industry trends and technological advancements to identify emerging opportunities.

- **Pilot Project:** Test new technologies through pilot projects to assess feasibility and benefits before full-scale adoption.
- **Employee Training:** Provide training to equip employees with skills needed to effectively use new technologies.
- **Agile Adoption:** Embrace an agile approach for quick adjustments based on real-time feedback during implementation.
- **User-centric Approach:** Align technology adoption with customer needs for meaningful outcomes and enhanced experiences.

3.3. Day- 3



5 Days Training Program for Digital Upskilling and Reskilling for

Mekong-Lancang MSMEs

Date – 25th – 29th September 2023

Venue – Thingaha Hotel, Nay Pyi Taw

27.9.2023 (from 9:30 AM–16:45 PM)

Intermediate Level – Data Management and Cybersecurity

Time	Title	Expert
09:00–09:30	Registration	
09:30–10:45	Morning Session How to find and use information effectively on the Internet searching	Ms. Thinzar May Phoo Wai Assistant Director Training Center, Information Technology and Cyber Security Department
10:45–11:00	Refreshment	
11:00–12:30	Morning Session Content writing skills for social media platforms including practical exercise	II
12:30–13:30	Lunch Break	
13:30–15:30	Afternoon Session Cybersecurity awareness, understanding common threats and basics security	Ms. May Mi Moe Hlaing Staff Officer Training Center, Information

	measures	Technology and Cyber Security Department
15:30–15:45	Refreshment	
15:45–16:45	Protecting from cybercrime and cyberattack	II

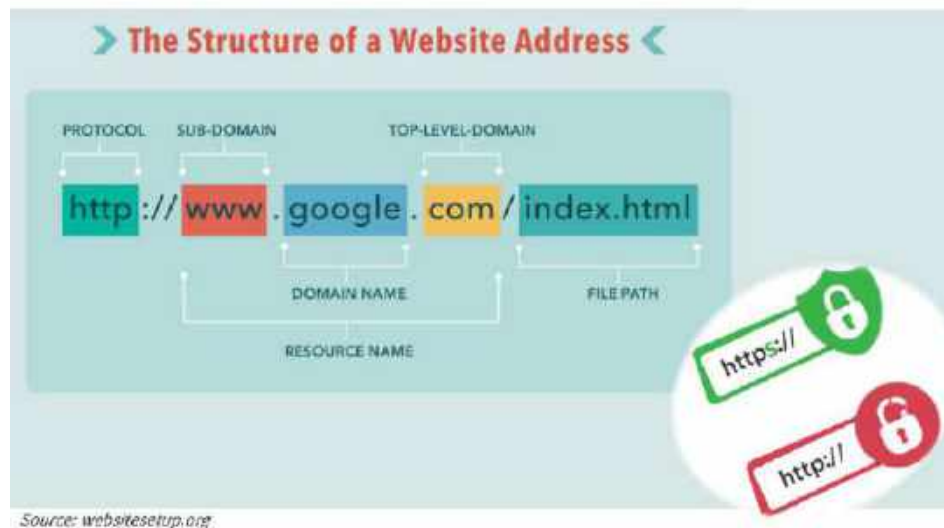
3.3.1. Session-1

Expert Ms. Thinzar May Phu Wai shared the topic how to find and use information effectively on the internet. Modules of the topic are as follows: the effective internet searching; understanding search engines; tips for efficiently searching; advanced search techniques; and why businesses use search engines.



Before sharing topic, expert explained why and how MSMEs use google search engine effectively. Each module was explained with practical exercises. Before MSMEs invest new business or new products/services, they need to explore the trends and current conditions of their intended products/ services by using google

search engine as a minimum in order to understand the market conditions and investment flows.

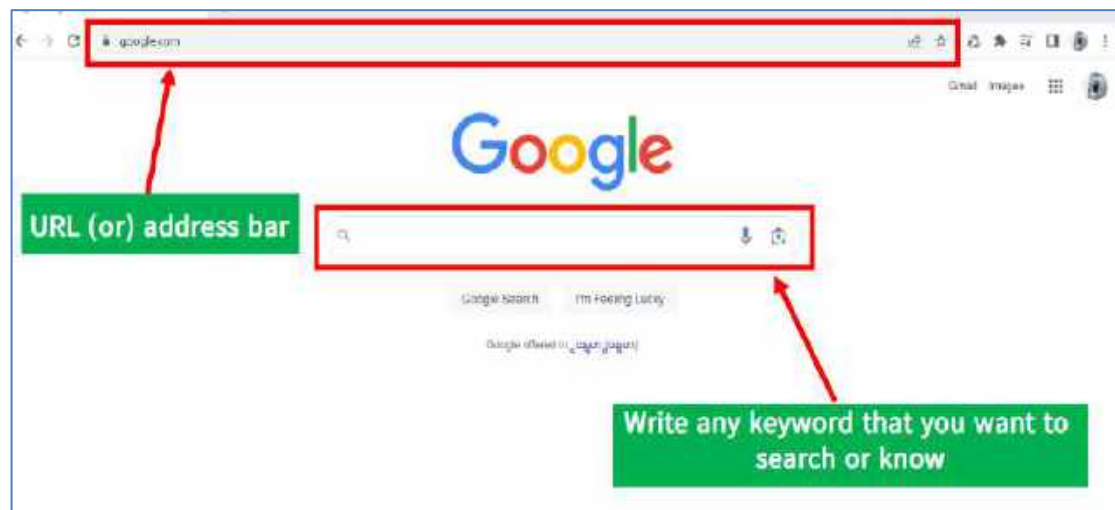


Then, the lecture was started with sharing knowledge about Top-Level Domain (TLD). TLD stated the authority of web page. Example is shown in the following table:

Top-Level Domain (TLD)	
Domain Ltd	Published By
.COM	A commercial or business
.EDU	An educational institution or university
.NET	A network organization
.ORG	A non-profit organization
.GOV	A government website (location dependent)
.CA	A website from Canada
.UK	A website from UK

Then, the expert continued the lecture what is searching on internet. Searching on internet refers to the process of using online resources such as search engines, databases, websites and online tools to find specific information, answers, data or content related to a particular topic or query. It involves using keywords, phrases, and various search techniques to locate relevant information from the vast amount of data available on the internet. The main benefits of effective internet searching are the following:

- Access to vast knowledge and resources
- Enhanced research compatibilities
- Informed decision-making
- Problem-solving



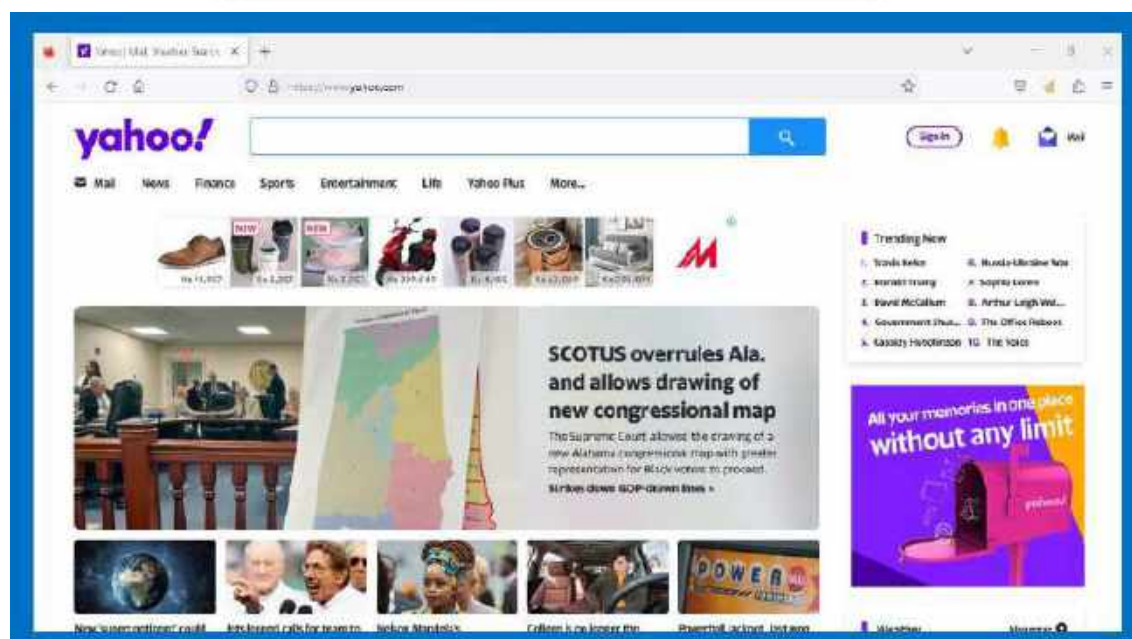
The main functions of search engines are that they allow the users to search and retrieve information; and they are able to help users in finding specific web pages documents, images, videos and other online resources. Then, expert taught the important key features of search engines with examples how to search it. Ways of searching are the following:



- Indexing
- Ranking
- Presentation
- Advanced Search Features
- Sponsored Listings

After that, expert trained all participant to use Searching Engine effectively with the practical exercises. Efficient use of searching Tips for efficient search are also shared as follows:

- To search using specific keywords
- To search using Quotation Marks
- To search Filetype Search
- To search Intitle and inurl
- To search using minus sign (-)
- To search with in a specific site with site



Then, expert shared knowledge with all participants why the businesses should use search engine, and are urged to apply search engine for exploring the

global trends related to their business. Businesses using search engine effectively can enhance online visibility of their business existences; to enhance customer acquisition; to catch the customer retentions and loyalties; to advertise the targeted customer segments; to convey the market research; to enjoy the competitive advantage; to analyze the data and improve the decision-making for future products due to analytical and data insights; and to assist to integrate E-commerce and online sales.

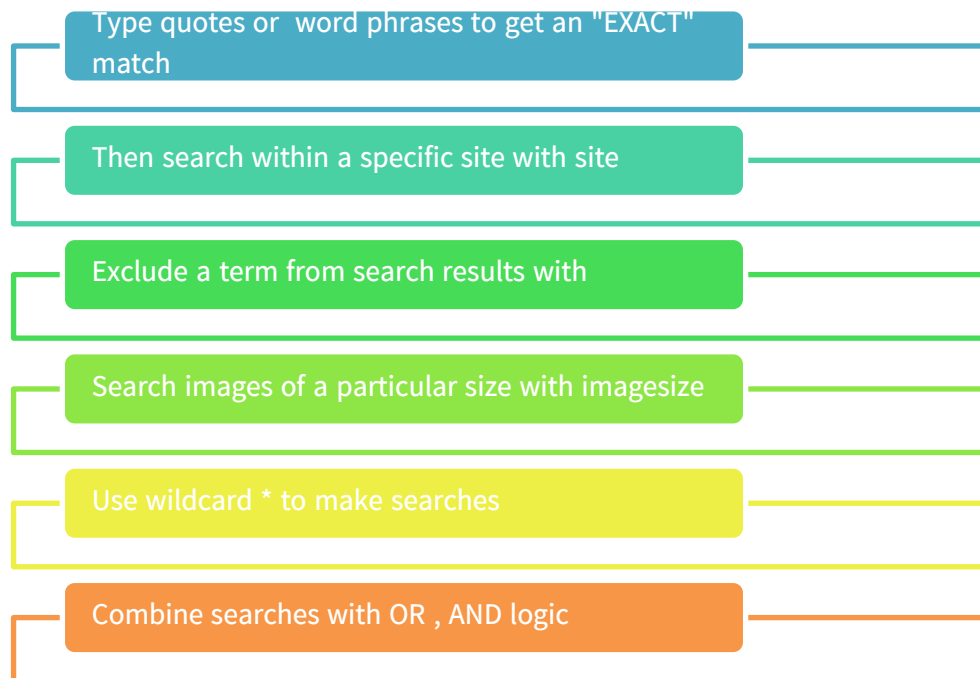


Then, expert shared the steps of using google search engine as in the following table and the status of the Search Engine Market Share 2023 described in the following figure.

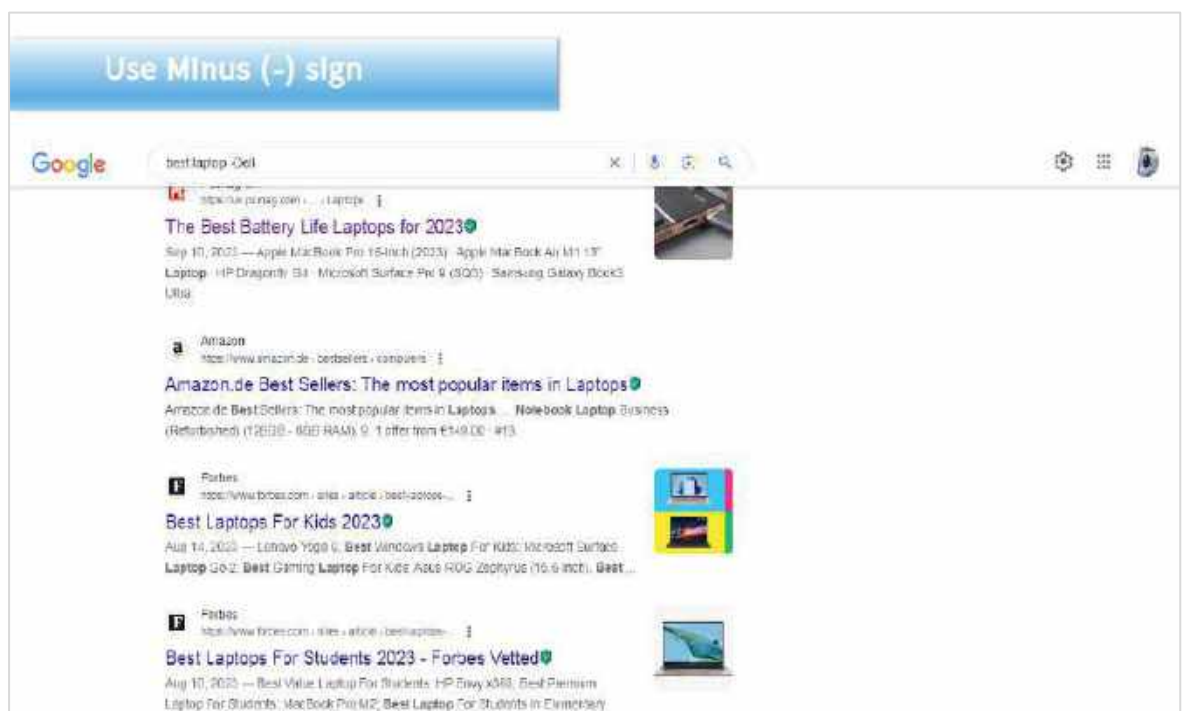


Status of the Search Engine Market Share 2023

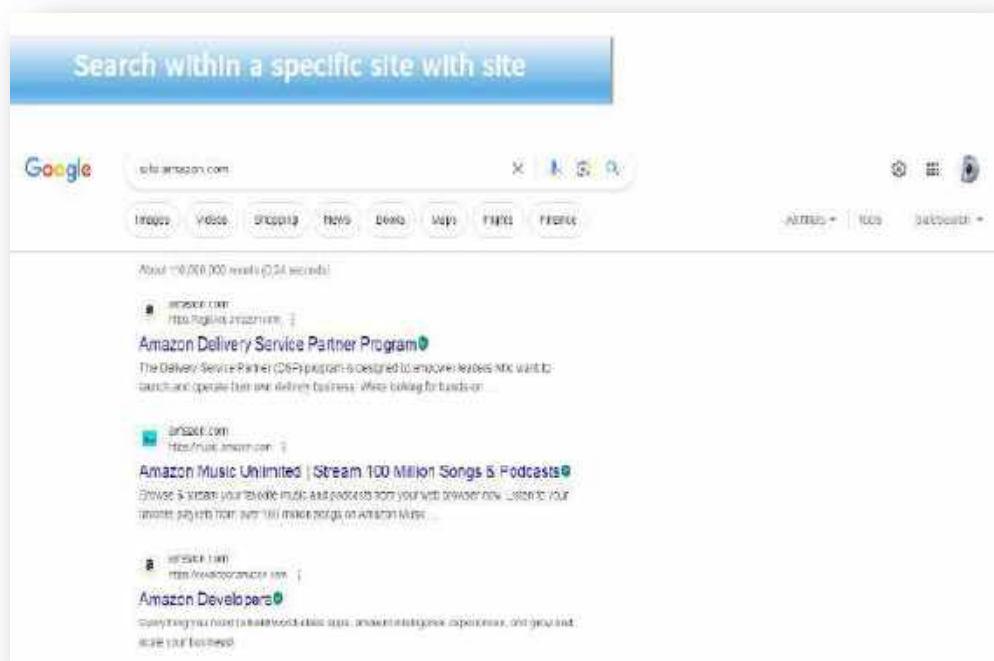
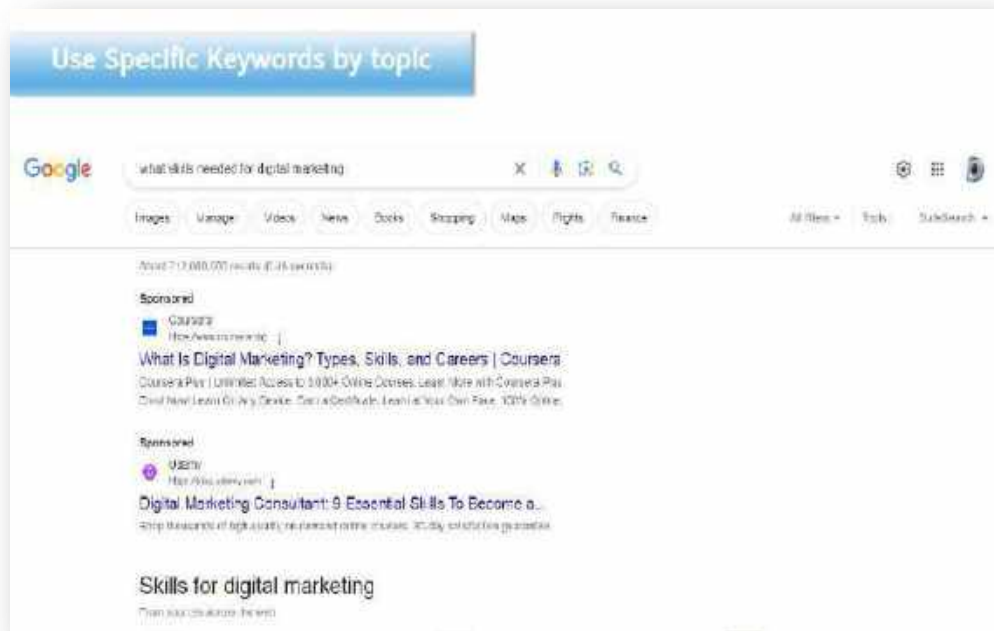
Steps for effective googling



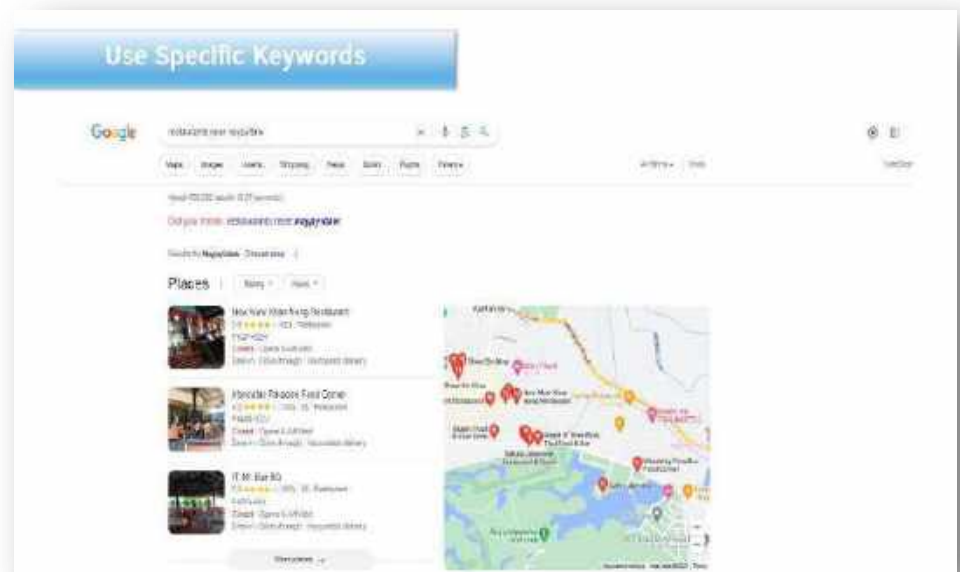
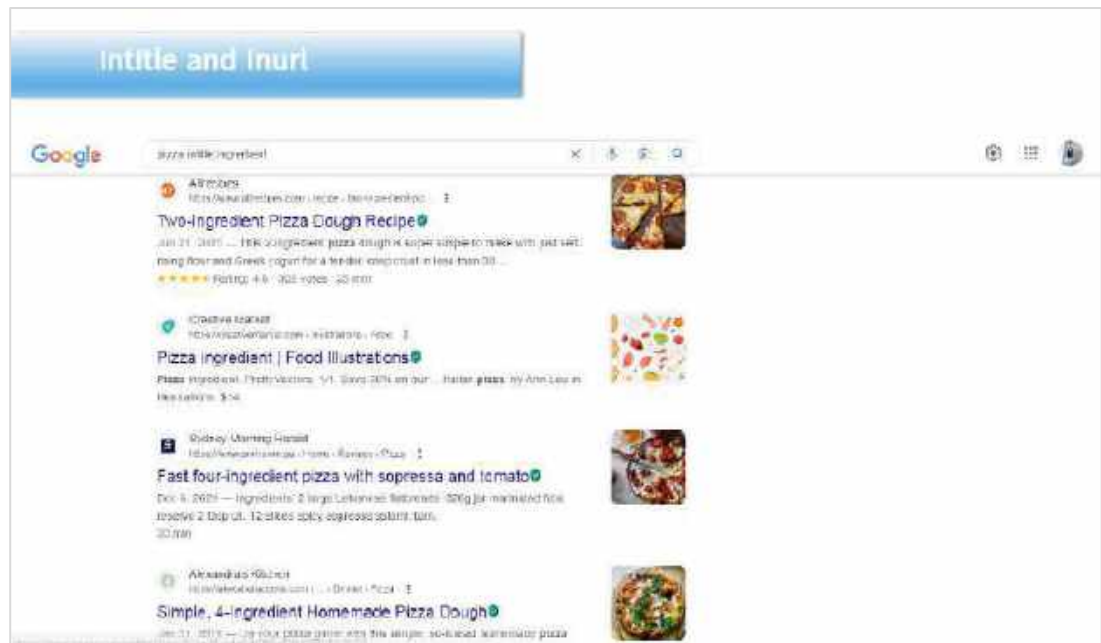
Source: Google



Examples of Effective Googling



Source- Google



Then, expert grouped all participants and assigned them in practice by googling concerning MSMEs' respective products/ services to convey the market conditions of similar products/ services, and searching E-commerce Websites in Myanmar.

Search E-commerce Website in Myanmar
Baydar.co
365myanmar.com
Myanmarbook.com
lct.com.mm
Khitzay.com
Yangoods.com
Zaychin.com
Makromyanmar.com
Shwemyanmar.net
Airmandalay.com
Myanmartravel.net
7daytour.com
Agoda.com
Maiair.com
Myanmartreasurer.com
Exploremyanmar.com
Shop.com.mm
Unique.com.mm
Citymall.com.mm
www.emartmmp.gov.mm

3.3.2. Day-3: Session- 2

The Second session of the Day-3 is the topic regarding **“Content writing skills for social media platform”**. This topic is trained by Expert Ms. Tin Zar Wai Phu Wai. The purpose of the topic is to equip MSMEs in order to have the social media market skills and to have the ability of content writing skills for their products and services using social media platforms. In the Phase-1 MLC Forum, MSMEs mentioned that they need to upskill and reskill regarding the social media marketing skills. According to the outcome of the phase-1, the topic **“Content writing skills for social media platform”** will be useful for MSMEs to expand the market by using social media digital tools. To advertise in social media, even MSMEs can apply the digital tools, they still need to have the abilities and skills how to write the interested and attracted contents for their businesses in order to attract the attentions of the target customers. Therefore, the topic about Content writing skill for social media platform was essentially needed for MSMEs especially for micro enterprises. After introducing the topic, expert shared the modules of the content writing skill for social media platform.



The following modules are taught by expert with the practical example–

- Module 1: Understanding social media content
- Module 2: Knowing the targeted audience
- Module 3: Engaging Content
- Module 4: Branding the Voice and Consistency
- Module 5: Content Planning and Schedule

Module 1: Understanding social media content



Social media content is crucial for anyone looking to effectively engage with their audience and achieve their goals on social media platforms. When creating content for different audiences with various needs, this content can represent on behalf of their owned brand for audience and it can highlight how the business can solve their pain points.

Thus, it is found that audience is especially important to taken into account when creating the content. The time it takes to read a post can varies based on the used platform. The features of the good content for social media are shown in the following.

Social media quick tips
<ul style="list-style-type: none">• Drive engagement with your audience• Make your post interesting• Use your company voice in the post• Each platform has a different audience

- Engages your audience
- Provides Interesting /Useful Information
- Represents Your Business

- Engages Your Audience
- Provides Interesting/Useful Information
- Represents Your Business

Social Media Quick Tips

- ✓ Drive engagement with your audience
- ✓ Use your company voice in the post
- ✓ Make your post interesting
- ✓ Each platform has a different audience

Time Taken

	10 seconds
	30 seconds
	5 - 15 seconds
	20-30 seconds

Module 2: Knowing the targeted audience

Know Audience

1. Demographics (Age, Gender, Location, ...)
2. Interests and Hobbies
3. Education and Knowledge Level
4. Goals and Challenges
5. Values and Beliefs:
6. Pain Points and Needs
7. Communication Preferences



8. Online Behavior
9. Buyer Persona
10. Competitor Analysis
11. Personalization

Before content writing and posting in social media, MSMEs or content writers should know clearly the target segments of the audiences they want to attract regarding Demographics (Age, Gender, Location, etc.); Interests and Hobbies of Customers; Education and Knowledge Level; Goals and Challenges; Values and

Beliefs; Pain Points and Needs; Communication Preferences; Online Behavior; Buyer Persona; Competitor Analysis; Personalization.



Engaging Content

- Keep it Short and Sweet
- Use Images and Video
- Use Engaging Headlines
- Use Call-to-Actions
- Monitor Your Customer Relationship
- Experiment and Test

GOOD

I got a promotion today. Go team!

facebook

BAD

I had an altercation w/ a co-worker today. That bitch is wack and here's why...

facebook

State Photo All Questions Mentions

The company I work for is currently hiring sales reps!

Public Post

State Photo All Questions Mentions

The company I work for made me sign a nondisclosure agreement for a project!

Public Post

Module 3: Engaging Content

Creating decent content for engaging the audience, it should be short and sweet to attract them. In addition, if possible, the content should be created with video and images. The content headline needs to be clear and comprehensible to be interested in. It is better to insert call-to-action to attract the intention of the audiences and it also requires regular monitoring the customers in order to know the customers' feedback.

Tips for Engaging Content
<ul style="list-style-type: none"> • Keep it Short and Sweet • Insert Images and Video • Use Engaging Headlines • Apply Call-to-Actions • Monitor Your Customer Relationship • Experiment and Test

Module 4: Branding the Voice and Consistency

Brand Voice and Consistency

“With so many marketing channels available nowadays, brand consistency is not as simple as making sure your logo is being used correctly in a brochure. Social media presents a huge opportunity where your brand can thrive, however, it often times can lead to numerous brand inconsistencies”

- SOCIAL STAMINA



Social Stamina stated that nowadays, there are many marketing channels available, but brand consistency is not as simple as making sure your logo is being used correctly in a brochure. Although social media presents a huge opportunity where your brand can thrive, however, it often times can lead to numerous brand inconsistencies. So, when trying to make good branding the voice and consistent by using social media tools, MSMEs should need to know the following steps:

- Define your brand voice
- Understand your audience
- Develop a style guide
- Consistency in tone and style
- Use brand messaging
- Train your team
- Content calendar
- Review and edit
- Respond consistently

Brand Voice and Consistency



Module 5: Content Planning and Schedule

Table of content planning and schedule

Content Plan and Schedule													
	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Social Media Content Plan												
2	2022 Social Media Strategy	Increase brand awareness by 100% in 2023						Grow sales by 50% in 2023					
3	2022 Social Media Goals	Increase web traffic from Social by 25%				Sell 50% more using Social commerce				Gain 10% more positive Google Reviews			
4	Content Pillars	Education			Promotions			Inspiration			Entertainment		
5	Content Pillar Content	Blog Posts		Live Talk on Skin Care Trends		Giveaway		Series Highlighting Other Small Business Owners		Webinar		Live Event	
6	Specific Content Details	Reels		Facebook Live		Instagram Partnerships		Instagram Story Series		Zoom Live & Recorded + Email Marketing		Hosted live, repurposed content posted to Social	
7													
8													

Thus, to be successful in social media content writing, initially it should be considered the following points:

- Who is my target audience?
- What questions are they asking?
- What is the purpose of the platform (Facebook, Twitter, Instagram, LinkedIn)?
- Who are the main users of the platform (age, personal/ professional)?
- What type of content and writing does the platform use?

Then, it needs to plan the content strategy. When developing a content strategy, it also requires to consider the following points:

- ✚ Determine what subject/ idea you think is important for your audience to know about. What does your company do?
- ✚ What products or services will help them?

✚ Is something on sale? Big event coming up?

✚ Decide on a purpose for your content. Do you want to direct your audience to a blog? Have a conversation with them? Introduce a new concept?

Then, it should write a draft content that can meet the audience's needs based around your subject and purpose. Before posting in social media, it should ask someone to read the draft and ask to suggest edits. Consequently, it should be edited with changes and formatted. Finally, the finalized content can be posted and interacted with audience.

Scenario: You produce digital marketing content to broaden your business's market reach (Bakery, Fashion, Food, Plant, Restaurant, Handicrafts, Service)

Instruction for participants:

- Team Formation
- Choose a Social Media Platform
- Define the Target Audience
- Choose post caption
- Brand Voice Discussion
- Content Creation
(use text, images, videos, or any)

- Create Google Slide
- Prepare each instruction for each topic

Presentation preparation: 10 minutes
Discuss Time: 3 minutes
(Introduction Yourself)

Exercise the Group Work
<p align="center">Creating Engaging Social Media Content</p> <p>Scenario: You produce digital marketing content to broaden your business's market reach (Bakery, Fashion, Food, Plant, Restaurant, Handicrafts, Service)</p> <p>Instruction for participants:</p> <ul style="list-style-type: none"> • Team Formation • Choose a Social Media Platform • Define the target audience • Choose post caption • Brand Voice Discussion • Content Creation • (use text, images, videos, or any)

3.3.3: Day- 3: Session –3

The third session of the day –3 was sharing the topic about **Cyber Security Awareness for MSMEs**. This topic was delivered by Expert Ms. May Mee Moe Hlaing from ITCSD in the following purposes: to increase awareness knowledge; to identify threats and vulnerabilities; to implement basic security measures; to foster a cybersecurity-aware culture. The modules of the topic are the following:



- Common Online threats
- Security Tools and Best practices

In order to understand how to protect online threats, the following questions should be answered in advance:

+ How much do you know about online security?

+ Do you use the same password for more than one online account or system?

+ How often do you check for updates for your laptop/ phone/tablet?



Cybersecurity is the practice of defending computers, servers, mobile devices, electronic systems, networks, and data from malicious attacks. For businesses, these attacks may involve fraud, malicious accessing or tampering of business and financial data, identity theft, etc.

Cybersecurity awareness is essential in today's digital age as it helps individuals and organizations protect their sensitive information from various online threats. Some key aspects of cybersecurity awareness, including common threats and basic security measures. In addition, Cyber security is everyone's responsibility to take. The vast majority of online crime can be avoided by simply changing our behaviors.

Cybersecurity is crucial for MSMEs Limited Resources and Budgets and so, MSMEs should emphasize the following points:

- Data Sensitivity
- Reputation and Trust
- Growth Potential
- Global and Local Threats



- Constantly Evolving Threat Landscape
- Business Continuity

Common Targets of Cyber Attacks are Customer Data, Business Information, Financial Data, Log-in credentials, Business website and pages, Cyber Attacks on MSMEs. Mostly cyber-attacks found in MSMEs are Phishing attacks, Ransomware attacks, Business email compromise attacks.

Phishing attacks are found where hackers try to trick people into giving away sensitive information such as passwords or credit card numbers.

Ransomware attacks are found where hackers encrypt a company's data and demand payment in exchange for the decryption key.

Business email compromise (BEC) attacks are found where hackers impersonate a company executive or vendor and request payment or sensitive information. Therefore, cyber security in MSMEs is very important because of Protection from Cyber Threats; Financial Impact Customer Trust Long-Term; and Sustainability.



Mostly, online is being used for the following purposes such as suffering social media, searching for news updates, emails, Shopping, Booking Tickets for cinema/ concerts/ events / flights, Banking, Searching for the internet for learning and education, Entertainment, Dating and Gaming. However, it needs to consider whether using online make us feel safe or not.

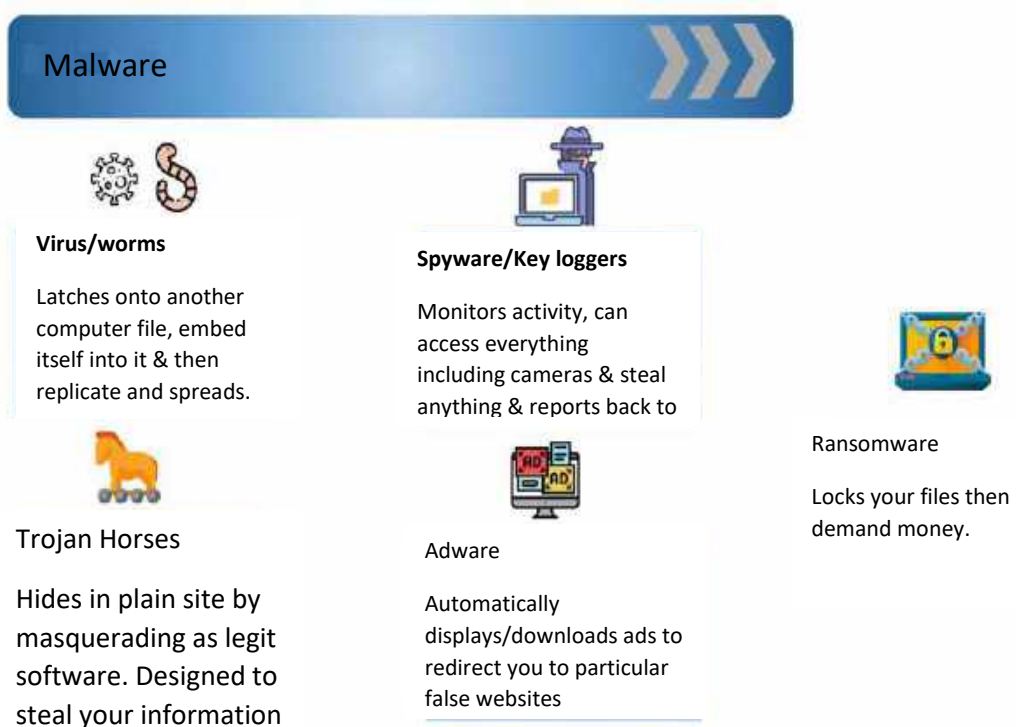
Common Online Threats

MSMEs should know the threats such as:

- Malware, Viruses
- Weak/Shared/ Compromised passwords
- Social engineering: phishing/ smishing / vishing
- Fraud / Identity theft
- Scams – employment / lottery /Fake/ Invoice Scam/ Investment scam/ social media




Then, expert explained about types of Malwares and its characteristics such as Virus/ worms, Spyware/ Key loggers, Trojan Horses, Adware, Ransomware. It was shown in the following picture.



Malware

Virus/Worms

There are significant differences between viruses, malware, Trojans, Ransomware,

	<ul style="list-style-type: none">• Backdoor –Remote access• TeamViewer• AnyDesk• Splashtop Business Access• Zoho Assist• ConnectWise Control• VNC Connect• BeyondTrust Remote Support• RemotePC
---	--

Social Engineering: The clever manipulation of the natural human tendency to trust. Always be wary of people requesting confidential or personal information by whatever means, however convincing they may seem. (www.getsafeonline.org)

Key routes into your life

- SMShing-Text message
- Phishing- Emails.
- Vishing Phone Calls

Vishing example

- Watch this hacker break into the cell phone account in 2 minutes



A form of phishing attack that uses voices over the phone instead of emails.

- Be wary of any approaches by phone, email, text or in person about investments
- Be wary of approaches to invest your money ... especially those with returns that seem too good to be true (because they probably are).
- Always speak to a financial adviser / someone you know and trust

SMSHING

Your OCBC account transaction has been suspended, please update it on December 28, otherwise the account will be locked. Please access <https://www.ocbc.com.sg>

Due to the recent shortage of face masks, the Red-Cross will be distributing one free box per household. Visit <http://RedCross-mask.sg> to get one.

Netflix has disabled your membership due to payment failure. please update: <https://netflix.tax-decline.co.uk>

Ann your free bitcoin account is waiting for you. Claim NOW and make up to AUD762 per day. Fully automated and designed for beginners <http://img.biz/1qge>

It's you in the video? 🤖🤖🤖🤖
<https://6to.me/9ld92tqX2>

A new payee has been added to your account today. If this was NOT you, please visit: <https://ocbc-sg.com/signin>

Source: www.getsafeonline.org

Tips for SMS Scams



- Read the message carefully and never be over excited about it;
- Never call or contact mobile numbers entailed in the SMS;
- Never disclose your bank details to these scammers;
- If a call is received later about the message advising,
- Need to provide your account and location details
- Refrain unknown individuals from disclosing
- Terminate the call
- Type in the URL details into your
- Explore web browser directly

Phishing Attack example

Tips for Phishing attacks



Protect yourself-Phishing emails

- Incorrect URL /website links
- Poor spelling and Grammar
- Pressure to respond
- Often contains an attachment
- Overuse of capital letters
- Request for personal or financial information
- Vague or non -existent subject
- Not address to a specific person
- Inconsistent subject and content
- Absent or inadequate email signature
- Inconsistent email address



1.Human Attack/ Shoulder-surfing



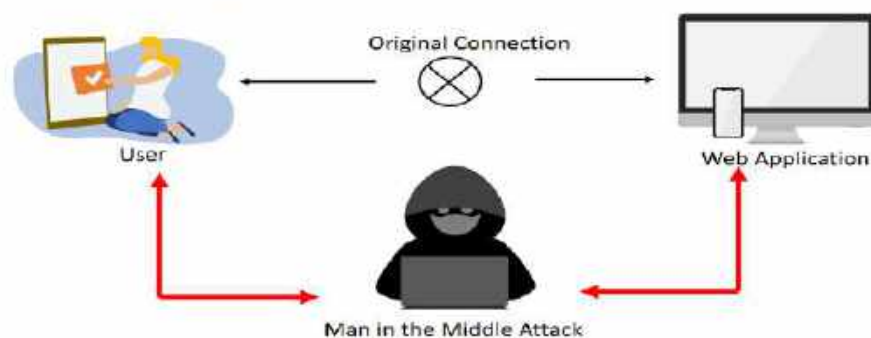
Importance of Passwords



Passwords

Passwords security is something we all know about and yet it continues to be the main reason we become victims of cyber-crime.

5. Man in the Middle Attack



What are the effects of attacks?

- Financial losses – sometimes life savings
- Trauma
- Embarrassment/ shame – reflects in low reporting
- Mental health
- Physical health
- Self harming/suicide

Protect Yourself – Otherwise it could be you

- Globally scams cost billions each year
- Anyone can be a victim, regardless of age, gender, education or economic background
- Victims are often lonely, and the criminal is the only ‘friend’ they have.

May not be aware/ admit that they have become a victim of online crime



Cracking this Password Formula

Wimpy – 4 hundred milliseconds

Brasso – 4 hundred millisecond

Epson – 9 milliseconds

WimpyBrassoEpson – 1 billion years

Enter Password

It would take a computer 170 quintillion years to crack your password.

www.getsafeonline.org

ITCS Training Centre



Tips for Password Checklist

- Don't use anything that is connected to you personally
- 8 characters-12+is better
- Uppercase letters
- Lowercase letters
- Numbers
- Symbols (example \$#@)
- Mix them up
- Use different password for every site

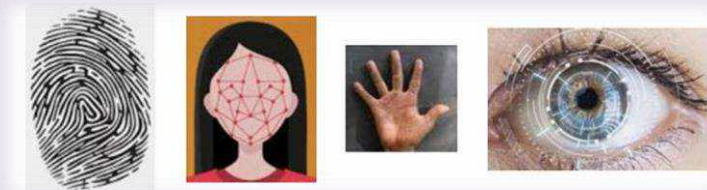


Tips for Adding layers- 2FA and MFA

2FA-Two Factor Authentication. Password + Phone

- ...or Password +PIN Sentry
- ...or Password+ Authenticator App

MFA-Adds additional methods, usually biometrics



-Fingerprint
- ...Facial recognition
- ...Palm print
- ..Retina scan

PINs Do not use:

- Ascending or descending numbers (for example, 4321 or 12345)
- Duplicated numbers (such as 1111)
- Easily recognizable keypad patterns (such as 14789 or 2580)



ITCS Training Course, 10/20/20

31

Online Scam

An online scam involves services or software connected to the internet to deceive victims or exploit them for personal gain.

Watch out for WhatsApp scams

- Misspellings or grammatical mistakes
- Asking you to tap on a link or activate new features through a link
- Asking you to share your personal information, such as credit card or bank account numbers, birth date, passwords,
- Asking you to forward a message, claiming that you have to pay to use WhatsApp

Security Tools and Best Practices

How often do you check for update for your laptop/ phone/ tablet?

A: Within a week

B: Within a month

C: Not sure- someone else does that!

D: Set to auto update

Security Tools

Security tools are software applications or hardware devices designed to help protect digital systems, networks, and data from various online threats and vulnerabilities. These tools are used to enhance the overall security posture of individuals, businesses and organizations.

Digital Security Tools

Antivirus software: a type of security software designed to detect, prevent and remove malicious software, commonly known as malware, from computer systems and networks.

Secure Communication: SSL and TLS are methods used to encrypt sensitive information that is sent over the internet. A website with an SSL certificate means that the website is using encrypted communication.

- Tiny Eye Reverse Image Search
- Duck Duck Go
- Virus Total
- SSL-Secure Socket Layer
- TSL-Transport Layer Security





Customer data collection Best Practices

- Transparency
- Minimal Data Collection
- Obtain Consent
- Secure Data Storage
- Compliance with Regulations

What to do when your account is compromised?

- Change Passwords
- Enable Two-Factor Authentication (2FA)
- Log Out of All Devices

- Update Security Questions
- Check Account Activity
- Contact Customer Support
- Notify Others

Importance of Backups
<ul style="list-style-type: none"> • Ensure that all your important data is backed up regularly to a safe place • Ensure that your backed up data will always be retrievable when you need it • Backups protect against many threats... • Secure cloud service • External hard drives OK, but can be stolen/ damaged / wiped / lost <ul style="list-style-type: none"> • Protect yourself – Backups • Be careful what you plug in • Open with Right Click

Protect yourself: Terns & Conditions

- Did I consent to that?
- Read the small print.

Protect yourself: Cookies

- Strictly necessary cookies
- Optional cookies

Protect yourself: Wi-Fi hotspots

- Question: Who has their Wi-Fi turned on right Now?
- Do you know what it is connected to?

Wi-Fi Hotspots

- Assume they are insecure, they probably are
- Use your date




- Hotels sell food, not security
- Easy to set up “spoof”

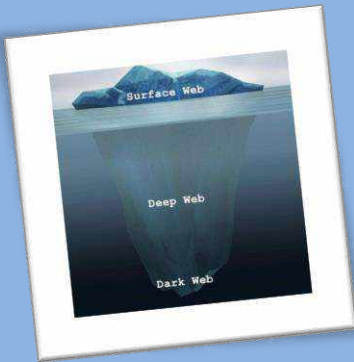
Digital Footprint Keeping Your Identity Safe

What is a digital footprint?

The information about a particular person that exists on the Internet as a result of their online activity.

	When do you leave a digital footprint?	Digital Footprint
	<ul style="list-style-type: none"> • Visiting a website • Sending an email • Submitting Information • Video Calling • Downloading a Film • Using Online Mapping • Instructing a Smart Speaker • Logging into Social Media whether you post or not 	<ul style="list-style-type: none"> • Photos and videos posted online, including deleted ones • Likes, shares and other interactions on social media, not just your posts • Your search history • Text messages, including deleted ones, • Browsing history, even when you are on ‘Incognito’ mode

Your Identity on the Dark Web





- The Dark Web
- Inaccessible through normal browsers
- Uses the “TOR” network
- Includes a lot of illegal content
- Holds many online marketplaces

Your identity on the Dark Web

Online banking details	\$25
Credit card details	\$35
Proof of Identity	\$1000
Passport	\$1500
New Identity	\$850(USA)
PayPal login	\$67
Western Union login	\$98
Facebook login	\$55
Instagram account	\$42
Netflix	\$6

*These fluctuate daily... USD



“Do”	“Don’t”
	
<ul style="list-style-type: none"> • Educate Your Employees about Cybersecurity • Regularly Update Software and Systems • Use Update Anti-Virus Software • Back Up Your Data • Use Strong Passwords • Use Multi-Factor Authentication (MFA) 	<ul style="list-style-type: none"> • Turn on WiFi, Location, Bluetooth • Share Sensitive Information Unnecessarily • Use Public WiFi • Forget About Mobile Device Security • Panic During Incidents • Assume You're Too Small to Be a Target



3.4. Day- 4



5 Days Training Program for Digital Upskilling and Reskilling for

Mekong-Lancang MSMEs

Date – 25th – 29th September 2023

Venue – Thingaha Hotel, Nay Pyi Taw

28.9.2023 (from 9:30 AM–16:45 PM)

Intermediate Level – Digital Marketing and E commerce

Time	Title	Expert
09:00–09:30	Registration	
09:30–10:45	Morning Session	
	1. Basic Knowledge for Digital Transformation and applications for MSMEs digital transformation	Mr. Oung Sit, Member of Digital Economy Committee,
	2. E-Business Strategies and Management	Mr. Zaw Win Tun Central Executive Committee Member (MCF)
10:45–11:00	Refreshment	
11:00–12:30	Morning Session	
	3. How to be safe and responsible online businesses for protecting own IP rights and avoiding to exploit others' IP right	Mr. Htay Lin, Executive Committee Member of Digital Economy Committee
12:30–13:30	Lunch Break	

13:30–15:30 Afternoon Session

- | | |
|--|---|
| 1. Basic Training of Digital Transformation Management for MSMEs (Design thinking for product) | Mr. Aung Pyae Hein
Member of Digital Economy Committee |
| 2. Basic knowledge of marketing technique | Mr. Htay Lin, Executive Committee Member of Digital Economy Committee |

15:30–15:45 Refreshment

- | | | |
|-------------|---|---|
| 15:45–16:45 | 3. Social media marketing (Zero cost marketing, video marketing) and its tools | Mr. Htay Lin, Executive Committee Member of Digital Economy Committee |
| | 4. How to establish the E-market place on the Facebook for business, and the basics of setting up an online market store and managing the store (practical) | Mr. Zaw Win Tun, Mr.Htay Lin, Mr. Aung Pyae Hein, Mr. Oung Sit, Ms.Pann Ei Phyu |

3.4.1. Session- 1

In the first session of the Day-4, Expert Mr. Aung Sitt from Myanmar Computer Federation (MCF) discussed about “the Basic Knowledge for Digital Transformation and applications for MSMEs digital transformation”. His lecture was composed of: what are the main challenges and benefits for MSMEs digital transformation; which digital tools are using in local and global; how to set the goals to build brand awareness and to increase the audience and to boost the community engagement; and how to manage the digital transformation processes. He also demonstrated how to use the social media management digital tools such as *Hootsuite*, *Zoho Social*, *Buffer* and *Social etc. Pilot* with the practical exercises and digital platforms in order to easily use by MSMEs.



Detailed Lectures

Expert Mr. Aung Sis presented the digital skills that will need for developing countries under the title of digital transformation for MSME: Current Burmese population and GDP national trends of ASEAN member states. Then, he explained the opportunities and challenges of MSMEs. The main challenges are lack of resources, limited access technology and global competition while the main benefits are improved efficiency and productivity; extending market reach; saving money through becoming more agile and flexible and enhancing collaboration and communication.

Being digital MSMEs can manage their products to be improved through digital transformation. Also, they are able to expand marketing by maintaining the records easily. MSMEs can trade their products to the global market through digitalization. However, they are still facing challenges to transfer into digital. It must to figure out the reasons: why try to make digital appointments as a challenge; and why is the budget calculated. If going digital, it needs to consider the cyber security. For MSMEs, they will be able to use tools to sell their products through websites. By using social media as a target to sell the products both locally and globally, it will offer many benefits for the sales of products using mobile or computer simultaneously.



In Myanmar, most MSMEs are not able to transform digitalization until now. Nevertheless, they think that they need to go to the digitalization if they use *Facebook* for sale and marketing. Actually, it isn't going to digitalization and it is only an initial stage of the digitalization. Digital transformation includes not only using Facebook but also using other digital tools and platforms such as *ERP* and *CRM* by using emails.

Currently, most MSMEs relied on the Facebook platform rather than owned websites. Facebook platform is not the owned platform created by each MSME. Therefore, it can be deleted by Artificial Intelligence (AI) based on their community standard and criteria of Facebook anytime and any reasons. Since Facebook is popular and traffic social media platform that can be easily applied, users' posts

were monitored by using AI in line with community standards. Therefore, during these two months in Myanmar, most popular MSMEs pages were unpublished without giving the reasons by Facebook. If MSMEs use Facebook, it should open two pages in Facebook platform that can link each other, and can merge each other. In doing so, an admin can control and handle both these two pages.

Moreover, MSMEs should use other social media platforms such as *TikTok* and *Instagram* concurrently while using Facebook for their businesses. In fact, establishment of the owned website is the best way for MSMEs. In Myanmar, there are many e-commerce platforms such as *shop.com.mm*, *Ict.com.mm*, *Rgo47.com*, *Citymall.com.mm* and so MSMEs can apply for their products and services. In global,



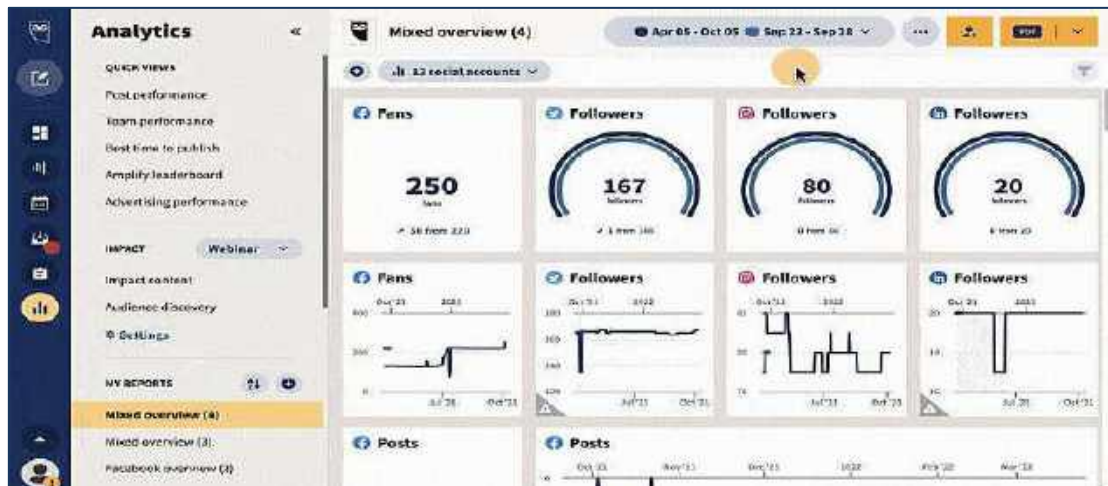
Shopify, *Alibaba.com* and *amazon* are some global e-commerce platforms where some Myanmar MSMEs are joined to sell their products and services.

When MSMEs go to digitalization and use social media, they should set up clear goals such as how many viewers they can have on the page at the specific time, how many posts will be uploaded per week (post frequency); which types of posts (post types) will be uploaded; how many events will be launched; and which types of promotion will be given to the customers.

In doing so, social media management tools such as *Zoho Social*, *Buffer*,

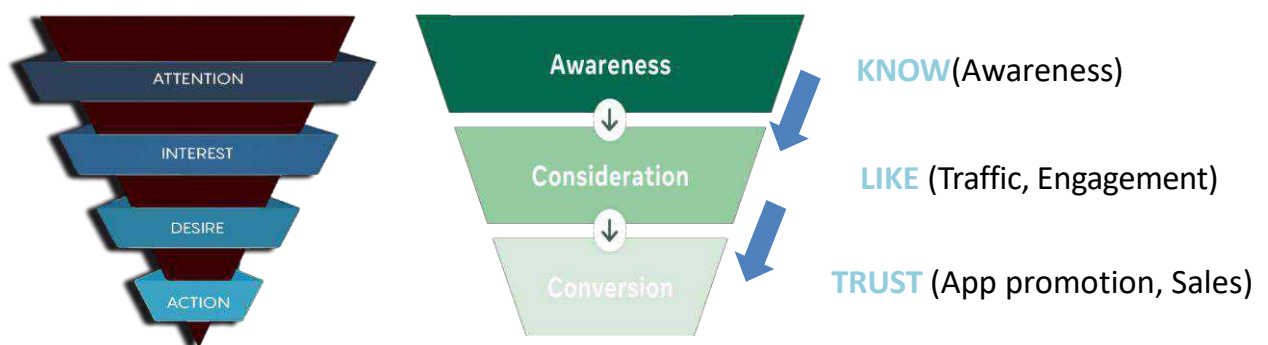


Hootsuite, *SocialPilot*, *Sprout Social* should be used as Business Pages. Using social media management tools enable MSMEs to manage their businesses Facebook pages, Instagram pages and related accounts. Using these tools can handle many pages, check the status of uploaded post, and easily analyze the data. The example of *Hootsuite* was demonstrated in the following:



Although Facebook (fb) can be used in mobile or desktops, it is found that more features can be applied on desktop rather than mobile through browser. Using fb in mobile can get only two-third of features that can be applied. To manage owned fb pages, MSMEs can apply *Facebook Ads manager* to process their data systematically. Posts contents can be created based on the needs and objectives of the businesses. For photo and graphics, *Canva* is very popular and it has preset a million of photos and templates and it can use for post to make interesting. Canva is recommended to use for graphic.

However, merely opening fb account by MSMEs does not mean implementing the digital transformation which needs to apply continuously. If MSMEs use fb or social media, it will follow in line with Marketing model “AIDA”. A stand for attention, I for interest, D for desire, and A for action. When creating post in fb or social media, firstly it has to be known; it has to be liked, then it has to be trust.



For the above reasons, digital transformation is an on-going process as a long journey. Moreover, it is a kind of muscle that needs for constant building to get better in doing business. Digitalization is not a destination; it is a permanent state of operating based on learning and adapting faster than competition. However, it can be occurred only if CEOs act as digital guardians of digital transformation of their businesses.

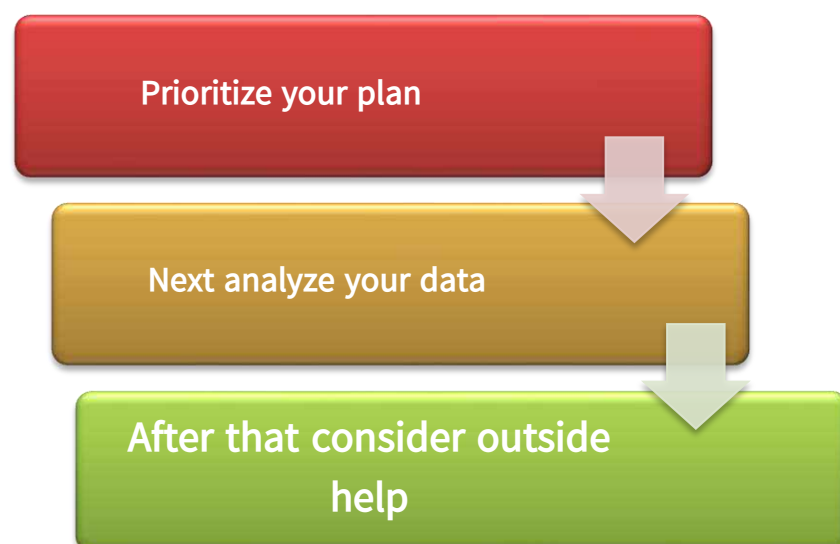
Accordingly, business leaders need to be the technology leaders because digital transformation is not a final destination which is more of a never-ending journey for every MSME. Embracing digital transformation and adopting innovative technologies allow business to deliver superior customer experiences that can cement customer loyalty, and enable it to expand and grow. Although there will be challenges for Digital transformation along the way, the potential benefits make it all worthwhile. It needs not too afraid to digital transformation as MSMEs. Finally, expert shared the strategies for success per following;

Think about your business,

Then prioritize your plan,

Next analyze your data,

After that consider outside help.



3.4.2. Day 4: Session 2

The second session of the Day –4 was continued by Expert Mr. Zaw Win Tun from Myanmar Computer Federation sharing the topic: **E-business strategies and Management 2023**. Lecture was composed of E-business and evolution 2023; E-business key Trends for 2023; E-business strategies for success; Best practices and Case studies for E-business Management; Facebook users in Myanmar and social media marketing status; how to use mobile optimization; and how to use cyber security and privacy in E-business.

Detailed Lecture

Expert Mr. Zaw Win Tun gave a presentation on the topic of E business Strategies and Management.



Firstly, he explained regarding the E-business evolutions in 2023. E-business involves the use of digital technology and information and communication technologies to perform various business functions, such as buying and selling products and services managing operations, and interacting with customers, partners and suppliers. Today,

e-business is undergoing a transformative phase with emerging technologies like artificial intelligence (AI), machine learning, the internet of things (IoT) and blockchain. These technologies are driving automation, enhancing customer experiences, and creating new business models. In the near future, e-business is expected to further evolve with the adopting of technologies like augmented reality (AR), virtual reality (VR), 5G connectivity, and increased emphasis on sustainability and ethical practices.



Then, lecture continued about E-business key trends for 2023. There are five types of e-business key trends such as Omnichannel Customer Experience; AI and Machine Learning Integration; Sustainable and Ethical E-Business Practices; Data Privacy and Security; Voice Commerce and Conversational AI. Expert explained key channels one by one what they mean. Omnichannel Customer Experience needs to know the importance of seamless customer experiences. He discussed the role of mobile apps, social media and physical stores.

- (a) AI and Machine Learning Integration: means that how AI enhances personalization and recommendation systems. It uses cases of AI in E-business operations.
- (b) Sustainable and Ethical E-Business Practices: discusses the growing importance of sustainability in E-Business. It also highlights ethical considerations in data usage and product sourcing.

- (c) Data Privacy and Security: explains the importance of safeguarding customer data, GDPR (General Data Protection Regulation) and other data protection regulations.
- (d) Voice Commerce and Conversational AI: introduces voice commerce and its potential. Example of businesses successfully implementing voice assistants. (AI assistants)

Then, Expert discussed the five types of E-business strategies for success such as Customer-Centric Approach; Data-Driven Decision Making; Content Marketing and SEO; Social Commerce; and Agile E-Business Models.



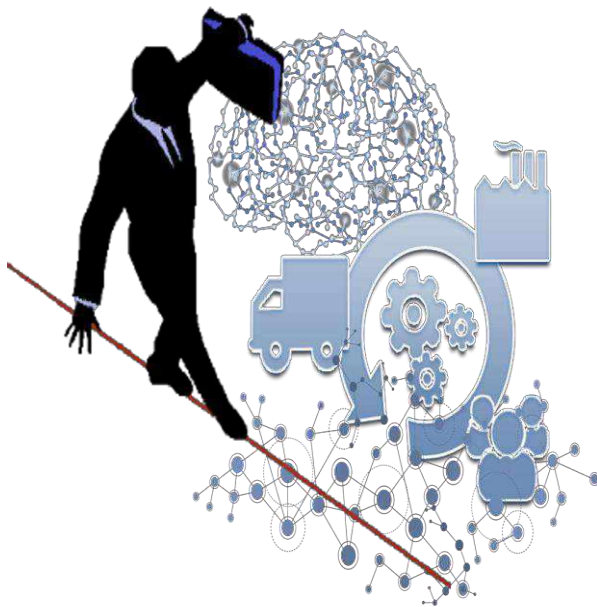
(a) Customer-Centric Approach: emphasize the importance of understanding and catering to customer needs, and it discusses strategies like personalization and customer journey mapping.

(b) Data-Driven Decision Making: explains how data analytics can drive strategic decisions. Example of businesses using data effectively.

- (c) Content Marketing and SEO: discusses the role of content in e-business. How SEO helps in improving online visibility.
- (d) Social Commerce: explains the integration of social media platforms for e-business. Example of case studies of businesses leveraging social commerce.

- (e) Agile E-Business Models: highlights the need for adaptability and flexibility. It discusses agile methodologies in e-business.

Then, expert shared the topic regarding E-business Management Best Practices.



Firstly, he discussed how to manage Cybersecurity in e-business. Cyber security is very crucial for MSMEs because they have to protect their customer data and transaction to be secure. So, Cyber security is important for MSMEs. Knowing awareness of cyber security can protect data, threat detection and prevention. It needs to update software regularly: to provide employee training for cyber security; to secure authentication with

digital payment; to set up the incident response plan; to check regular security audits and penetrator testing; and to backup and data recovery.



Secondly, expert shared the importance and significance of the Supply Chain Optimization (SCO) for E-business which is a critical strategic initiative for businesses to enhance efficiency; reduce costs; improve customer service, and gain a competitive edge. It involves the process of improving and fine-tuning various aspects of the supply chain to ensure that goods and services flow smoothly from suppliers to customers.

Then, another best practice of E-business “Remote Team Management” is shared. Remote team management is the process of overseeing and leading a team of individuals who work from different geographic locations, often away from a central office.

Another point to consider in E-business Management is “Legal and Compliance Considerations” that plays a critical role for running businesses, both in traditional and digital environments. When it comes to e-business, there are several specific legal and compliance areas to address to ensure that operations are conducted within the boundaries of the law and regulations.



Social media platforms such as *Facebook*, *Instagram* and *Pinterest* are the popular and powerful tools for promoting e-commerce businesses. The latest social media statistics show that there are 4.59 billion social media users worldwide in 2022, and this number is only going to continue growing over the next few years. This is actually about 57.5% of the current world population. According to these enormous social media users, it is found that MSMEs can use effective social media marketing, they can enjoy market benefit by identifying target audience, developing a content strategy, engaging with audience, using paid media advertising and analyzing, and tracking performance.



Today, in line with increasing use of mobile devices, e-businesses need to ensure that their website and platforms are optimized for mobile users, by providing a seamless experience among different devices. Offering mobile apps and other mobile-specific features can help customers do everything they could do in store on their devices. Some e-commerce brands can try on and test their products just through their mobile devices.



Example: *Food Panda*, *Grab*, *Lazada*, *Shopee*, *Gmarket* (South Korea), *Amazon*, *Sephora*, *eBay*, *Warby Parker*, *Groupon*, *H & M*, *Walmart*, *Nike*, *Starbucks*, *ASOS*, *JOANN*.

Besides, e-businesses must prioritize security measures to protect customer data and ensure secure online transactions. Because

cyber-crimes and attack (Phishing), personal attack are increasing reliance on digital platforms, cybersecurity becomes a paramount concern. Therefore, MSMEs need to protect their data, customer information, and business transactions from cyber threats. Knowledge of basic cybersecurity practices is essential to safeguard their digital assets. MSMEs e-business has revolutionized the way by which companies can conduct their operations, engage with customers, and participate in the global market. Through the use of internet and digital technologies, businesses can reach a broader audience, streamline processes, and leverage data-driven insights to make informed decisions.

3.4.3. Day- 4: Session- 3

In the session 3 of Day-4, Expert Mr. Aung Pyae Phyo from Myanmar Computer Federation (MCF) discussed the topic regarding the Digital Transformation Management for MSMEs that consists of following sub-topics:

- The Emergences of Industry 4.0;
- Digitization, Digitalization and Digital Transformation;
- SMEs in the Face of Digitalization;
- Digitization is Only the Beginning;
- Business Insights from Data Interaction;
- How Design Thinking and Digital Transformation Complement Each Other.

MSMEs are classified micro, small, and medium businesses depending on their sizes, number of employees and capital investment, but the impact they have is invaluable. So, they need to carefully focus on innovation and digitalization depending on the changes of market and customer's desires.

SMEs in the Face of the Digitalization

According to the current situation, SMEs in the face of digitalization are using digital technologies to significantly impact all aspects of the business-people, process, technology and metrics. Most of SMEs have willingness to adapt the digital technology in their existing businesses.

Therefore, Micro, Small and Medium Businesses needs to adopt appropriated and advanced technology including digital technology in line with the market

demand and consumers' behavioral changes. Due to the digital revolution is in progress, businesses of all sizes need to adapt and optimize their operations.

The Emergences of Industry 4.0

Then, expert continued to discuss what is the emergences of Industry 4.0 and its impacts on today world. Digital solutions have been available for more than three decades. As a result, digital technologies are now affordable to all MSMEs including smaller businesses. Besides, emergence of Industry 4.0 is driving to business processes becoming automated and digital friendly businesses. Consequently, digital transformation with critical steps plays important roles to achieve the successful implementation of new workflows and systems.

After that, expert continued discussing the terms of Digitization, Digitalization and Digital transformation with the specific examples.

Digitization: Conversion of analogue or physical information to digital format. Transforming physical paper into a digital format represents digitization. E.g. Instead of maintaining manual documentation, businesses use computers and mobile to store their data.

Digitalization: Use of digital technologies to empower or enhance business models and process. E.g. Use of business accounting software like Tally or Quick Books enables efficient maintenance of quote, invoice and sales order generation.

Digital Transformation: Coordinated reform effort at scale, distributed through all aspects of the business. A business attains digital transformation when all areas of the company become digitalized, and there is a smooth push and pull of data between teams.

Although Digital transformation offers MSMEs possibilities to innovate and grow, companies are facing pressure to transform as quickly as possible because manual operations are being automated to improve efficiency and productivity. As a consequence, they have started to digitize the process, and some aspects of existing businesses have introduced with digital technology. That is why nothing new is here, the new one is how data gets to be utilized.

Business Insight from Data Interaction

Expert discussed about the importance of business insight and data interaction for MSMEs. By analyzing business data, it can realize the patterns and trends in a business' performance of MSMEs. Hence, it can be described that a business insight from data interaction is a combination of data and analysis. This business insight can make sense of and deepen understanding of a respective business's situation. Furthermore, it can improve decision making and also helps to gain a competitive advantage due to the data-backed predictions. For these reasons, business data insight plays an important role to predict the business' situation for MSMEs and business owners, because it can help MSMEs to identify the reason why they are left behind at the numbers/ data insight.

Generally, most data remain static bits of information. After over a period, data accumulates and become redundant. Unless they communicate with each other effectively, it may turn unusable. Therefore, the right approach would have the ability to interact with it, combine it with another information model to produce new ideas. Microsoft Excel will always remain one of the models in disposable software. However, businesses have to move on to a more holistic system of record maintenance as excel is not a permanent solution to apply all the time.

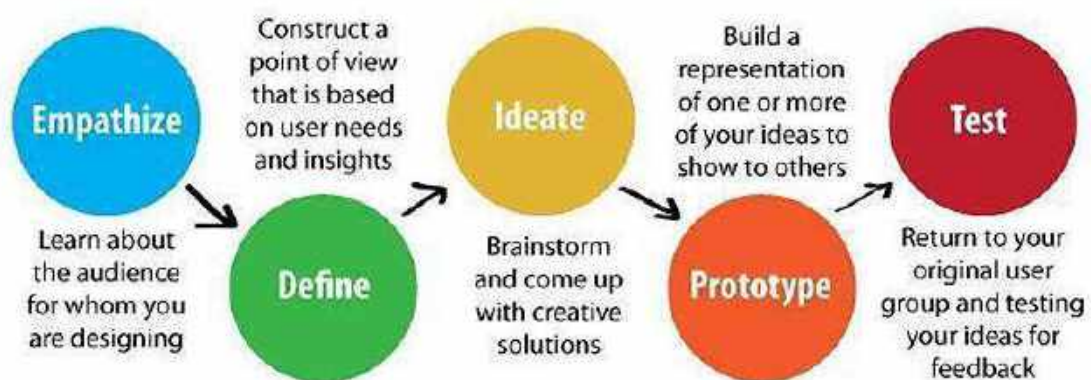
How Design Thinking and Digital Transformation Complement Each Other

Expert continued sharing the knowledge how design thinking and digital transformation complement each other.

Design Thinking	Digital Transformation
The customer-centric problem-solving approach best suited for addressing wicked challenges.	The wicked challenge of adapting business models to the digital future by focusing on customer needs first.
By understanding how design thinking and digital transformation complement each other, firms can maximize the value they can appropriate from adapting their business model to the digital age.	

Then, expert explained how MSMEs can innovate and identify to solve a trend/problem/ challenge based on the design thinking process. Then, he discussed five steps one-by-one. There are five main stages in the design thinking process to identify a trend or wicked challenge or problem to apply the process and they are the following–

- 1) **Empathize**
- 2) **Define**
- 3) **Ideate**
- 4) **Prototype**
- 5) **Test**



1) Empathize

- Get a better understand of the problem that you wish to conquer
- Consult with experts of the matter
- Better understand the problem at hand
- Work the issue through as a group to have a deeper comprehension of everything
- Design thinkers to gain insight into the needs
- Gather a substantial amount of information
- Understand how to deal with it.

2) Define

- A Design Thinking process you are putting together all the information you gained
- Analyze your data and put them in order to better concrete the problems
- Help your team gather great ideas and be able to understand how to use them effectively

3) Ideate

- Start to use the information from the previous stages to generate logical ideas
- Start to make ideas that may be “out of the box”
- Help your team gather great ideas and be able to understand how to use them effectively
- Allows an alternative way to solve normalized problems
- Generate a lot of ideas by the team just so you have many to choose

4) Prototype

- Work on creating a number of inexpensive products with specific features by your team
- Investigate possible solutions to the problems that were identified the earlier stages
- Investigate a different aspect of problem and explore how each of the prototypes that would fix the problem.
- Get better understanding of the constraints apparent of the prototype
- Ready to move on to the final step

5) Test

- Design Thinkers (Designers) test their prototypes made in stage four
- How well they solve/handle the problem that they initially analyzed in stages one and two

- Will make alterations and refinements in order to make the product more
- Allow your team to go back to previous stages and revise their information to get the best outcomes
- Either solve their problem, or until they are satisfied

3.4.4. Day- 4: Session- 4



Following the fourth session of the Training Day- 4, Expert Mr. Htay Lin from Myanmar Computer Federation (MCF) delivered the topic regarding the “IPR TIPS for MSME”. His lecture was composed of the topics such as Intellectual properties (IP) in the MSME sector; types of IP; benefits of protecting IP, overview of IP law and regulations; IP commercialization;

IP protection in digital age; challenges and risks in IP management; and how to maximize IP value for MSME.

Detailed Lecture

Expert discussed the topic regarding Intelligent Property Right (IPR) TIPS for MSME with the aims to raise awareness for MSMEs’ IP rights and protection, to manage their IPS assets and to set up the IP management strategies.

He explained regarding the IPR with the example of “U THAR YIN Medicated Oil”, a product having IPR.



The Importance of IP in MSMEs Sector

Intellectual properties (IP) are intangible assets that are created by the human mind such as inventions, artistic works, brands, and trade secrets. They are protected by law to encourage innovation and creativity. Since MSMEs sector plays a significant role in economic growth and development, intellectual properties are crucial for MSMEs as they can provide a competitive advantage, improve market value and foster innovation. Protecting intellectual properties in the MSME sector is vital to secure the rights of creators, encourage investments, promote fair competition and stimulate economic growth. It allows MSMEs to capitalize on their innovative ideas and creations.

Therefore, intellectual property laws and regulations are crucial for the MSME sector as they can provide a frame for protecting and enforcing intellectual property rights. They can also promote innovation and creativity through creating a conducive environment for MSMEs to thrive. Each country has its own set of intellectual property laws that protect intellectual assets within its jurisdiction. These laws define the rights and obligations associated with different types of intellectual properties. International treaties, such as those established by the World Intellectual Property Organization (WIPO), facilitate global cooperation in intellectual property protection. They aim to harmonize and streamline intellectual property laws across countries.

Types of Intellectual Properties

There are various types of intellectual properties such as patents, copyrights, trademarks and industrial design.

Patents: protect inventions, granting exclusive rights to the inventor for a specified period. They encourage innovation by rewarding inventors and providing them with a monopoly on their inventions.

Copyrights: protect original works of authorship, such as literacy, artistic, and musical creations. They give creators the exclusive rights to reproduce, distribute, and display their works.

Trademarks: protect brands and distinctive signs that identify products or services in the market. They allow businesses to build brand recognition and prevent unauthorized use of their trademarks.

Industrial Design: is a process of design applied to physical products that can be manufactured by mass production. It is the creative act of determining and defining a product's form and features, which has to be undertaken in advance of the manufacturing or production of the product.

Benefits of Protecting Intellectual Properties

The main benefits of protecting intellectual properties are the right of legal protection, the chance of competitive advantage and revenue generation.

The Right of Legal Protection: protects intellectual properties through legal means and it provides creators with exclusive rights by allowing them to control and earn profit from their creations. It deters others from infringing their rights.

The Chance of Competitive Advantage: provides IP owners to have strong intellectual property protection to enjoy a competitive edge. It allows them to differentiate their products or services, attract customers and build a reputation for innovation.

Generate Revenue: is intellectual properties that can be monetized through licensing, royalties, or selling them outright. They can generate significant revenue streams for MSMEs by contributing to their financial success and sustainability.

Intellectual Property Management Strategies for MSMEs

MSMEs have to know the IP management strategies for MSMEs. They are identifying valuable intellectual properties, Intellectual Property audit and intellectual property portfolio Management.

To identify valuable intellectual properties: MSMEs need to identify and assess the value of their intellectual properties to prioritize their protection and commercialization efforts. It involves understanding the market,

conducting research, and determining the competitive advantage offered by the intellectual properties.

Intellectual property audit: involves reviewing and evaluating the existing intellectual property assets of an MSME. It helps to identify gaps, potential infringement risks, and areas for improvement in intellectual property management.

Intellectual property portfolio management: involves developing strategies to protect, exploit, and commercialize intellectual properties. It includes activities such as licensing, strategic partnerships, and continuous monitoring of the IP landscape.

Means of Intellectual Property Commercialization

Intellectual property can be commercialized by the ways of Licensing, franchising and technology transfer.

Licensing: allows MSMEs to grant permission to others for using their intellectual properties in exchange of royalties or fees. It enables MSMEs to generate revenue and extend their market reach without substantial investments.

Franchising: involves granting the right to replicate a successful business model, including intellectual property rights, in exchange of fees and ongoing support. It enables MSMEs to expand their operations and reach new markets.

Technology transfer: involves sharing intellectual properties and know-how with other organizations or individuals. It can be done through licensing, joint ventures, or collaborative agreements. Technology transfer enables MSMEs to benefit from external expertise and resources.

Intellectual Property Protection in Digital Age

Intellectual property protection in digital age is very crucial because MSMEs have been facing many online infringement and cybercrimes. These challenges need to be addressed in the online environment.

Online infringement: is unauthorized use of intellectual property in the digital space.

Digital piracy: is illegal distribution and reproduction of copyrighted material. Digital millennium copyright act is legislation protecting digital content against unauthorized copying.

Challenges and Risks of IP Management

In managing intellectual property by MSMEs, there are potential challenges and risks such as infringement, counterfeiting, and IP valuation.

Infringement: is unauthorized use or reproduction of intellectual property by others.

Counterfeiting: is illegally replicating and selling counterfeit products.

IP Valuation: is measuring the worth and potential return on investment of intellectual property.

To conclude, for maximizing intellectual property value for MSMEs, MSMEs have to aware the importance of IP in MSMEs sector, types of IP, how can commercialize for their IP assets and what kind of benefits can be acquired, how to manage their IP assets by using IP management strategies since IP will play the importance roles in emerging developments and opportunities in the realm of intellectual property for MSMEs in the future trends.

Then, expert continued the topic about “Marketing Technique” that was composed of the following modules: what is marketing; traditional marketing vs digital marketing; golden triangle of marketing; marketing strategy (4Ps,7Ps); Funnel: AIDA model; BAF method; CTA; Colors Psychology; Color theory; Typography; and Tools: Canva. These modules can enhance and support the applied knowledge of MSMEs regarding marketing and advertising skills in both of digital mean and traditional method. Expert explained the basic concept of marketing and pointed out the differences between digital marketing and traditional marketing.

Marketing is crucial not only for MSMEs but also ordinary people. For instance, everyone needs to promote themselves in order to get attentions of their

superiors and other audiences how they are outstanding, how they perform in work and who they are when there is a promotion. So, there is no need to say how marketing skill is essential for MSMEs and businesses owners. Using marketing can attract the attentions of targeted audience regarding the MSMEs products and services; and it can communicate and deliver the messages to satisfy the needs, wants, and desires of the targeted customers effectively.

What is marketing?

Marketing is an organizational function and a set of processes for creating; communicating and delivering value to customers; and managing customer relationships in ways giving benefit the organization and its stakeholders.



Source: <https://www.feedough.com/what-is-marketing-definition-types-scope/>

Traditional Marketing Vs Digital Marketing



Both traditional marketing and digital marketing needs to deliver right message and a valuable offering for right customer at the right time and right place. According to the Economic Times, the primary distinctions between digital marketing, traditional marketing, and other types of marketing are marketing channels and costs.

Traditional marketing employs offline efforts whereas digital marketing employs internet tools and media, and is less expensive and saves time (Economic Time, 2023). When MSMEs determine which types of marketing to use, they should consider depending on their budget, business types and target market because both types have pros and cons depending on the nature of businesses types.

Mainly, the cost of digital marketing is cheap comparing to the traditional marketing and it is more effective in communicating target audiences because MSMEs can deliver the personalized messages depending on the customers' interests and behavior.

Then, he discussed the effective marketing strategies such as Golden Triangle of Marketing, 4Ps, 7Ps marketing strategies.

The Golden Triangle of Marketing Strategy

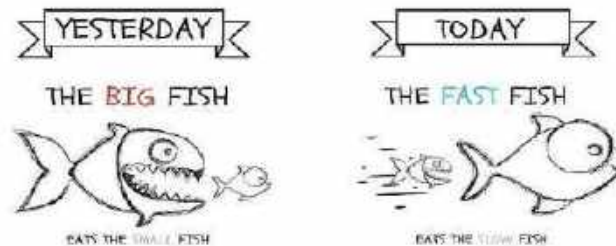
The Golden Triangle of Marketing strategy are the three components of Marketing: **Market, Message, and Media**. These three parts play the important roles for marketing strategy. MSMEs need to keep in mind this golden triangle to set up the effective marketing strategy. Otherwise, it will not be a good marketing strategy without considering these three parts.

Golden Triangle of Marketing

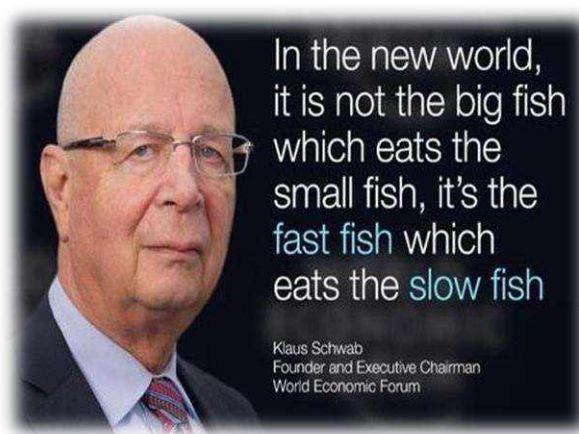


Source: <https://study.com/academy/lesson/golden-triangle-in-marketing.html>

Then, expert discussed why digital technology is important in today world.



Source: <https://www.synthesistechnology.com/blog/quarter-end-production-the-fast-fish-eats-the-slow-fish-and-the-definition-of-insanity/>



Today world is “The Fast Fish eats the Slow Fish” although the yesterday era is “The Big Fish eats The Small Fish” (Klaus Schwab). The success of Today world depends on the Motion. Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, mentioned that *“In the new world, it is not the big fish*

which eats the small fish, it's the fast fish which eats the slow fish”. It means that Success does not depend on the size of the business; depends only on its motion. Therefore, all MSMEs need to aware how to go fast and perform the marketing strategy comparing to their competitors since business being fast to develop and perform an effective marketing technology strategy, unrelatedly of size, have the opportunity to be obvious from competitors who are slower to adapt (Synthesis.com). Thus, in this digital era, comparing to the large enterprises, MSMEs have to decide quickly and flexible in line with the market needs by using digital as they are mostly family businesses and small sizes.

Source: <https://www.redbubble.com/i/laptop-skin/Big-fish-eats-the-small-fish-and-Fast-fish-eats-slow-fish-by-treowls/74613167.6EA4Y>

The 4Ps of marketing strategy



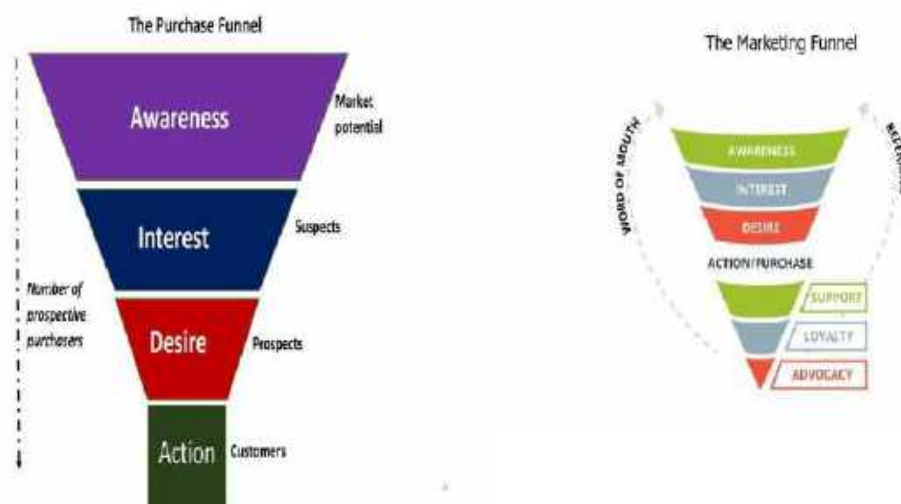
Considering the marketing strategies, MSMEs firstly should take in consider **the basics 4Ps: Product, Price, Place and Promotion** for customers. The four Ps of marketing such as product, price, place and promotion are often referred to as the pillars of developing a marketing strategy, as they implement all factors needed to market a product successfully. This 4Ps is a foundation framework for marketing success. Depending on this 4Ps, MSMEs should create the marketing ideas how deliver to satisfy customers' desires, to win the market share comparing with the competitors.

According to the Forbes, the concept of the 4Ps has been around since the 1950s. As the marketing industry has evolved, other Ps have been identified: **People, Process, and Physical evidence as 7Ps** of marketing Strategy (Forbes.com). If MSMEs wish to expend international markets and advertise more valuable offerings, it should consider more Ps such as Physical evidence, process and people depending on the businesses aims and investments. The detail needs of 7Ps are described in the graph.

7Ps of marketing Strategy



He delivered the process of marketing: **The Purchase Funnel and Marketing Funnel**. Learning these topics can understand MSMEs how to perform the marketing process to attract the customers' interests and attentions.



Source: https://en.wikipedia.org/wiki/Purchase_funnel#/media/File

The Purchase Funnel and Marketing funnel are consumer-focused marketing models that describe the customer perspectives (Awareness, Interest, Desire, and Action) from the moment a brand or product attracted consumer attention toward

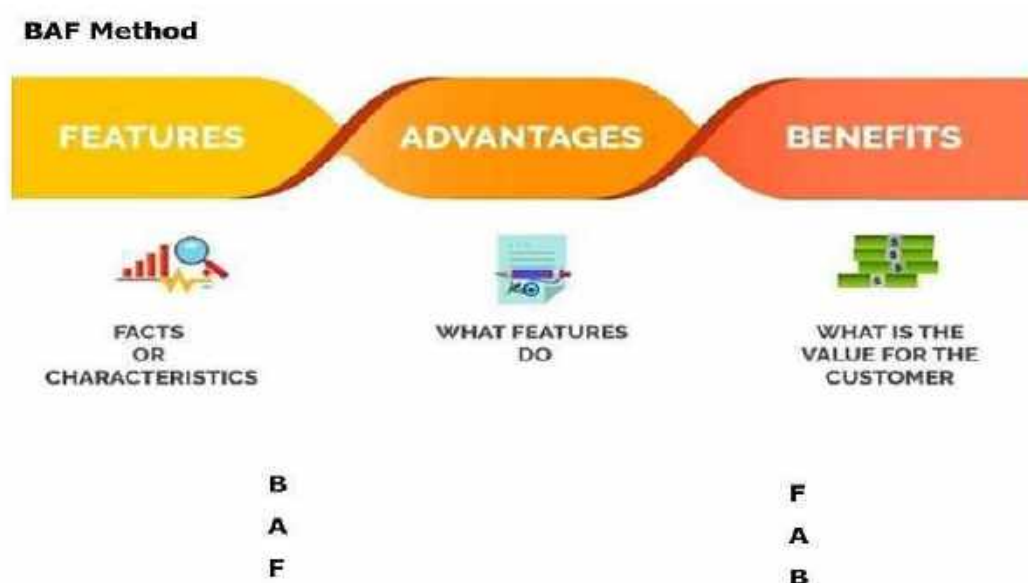
the purchase of a good or service (Wikipedia). It is also called as the AIDA-Model that can guide how to catch the customers' interest step -by -step.

It is found that the **Purchase Funnel model** is used in marketing to design promotional activities and programs focusing different stages of the customer journey and it is a foundation framework for Customer Relation Management (CRM) programs and Lead Management campaigns (Wikipedia).

Marketing Funnel model is similar with the Purchase Funnel in some steps but it provides post services such as support, loyalty and advocacy. Providing the post services can attract not only customers' retention but also make themselves to advertise and recommend other potential customers about the good news of products or services in the ways of word-of-mouth and referrals.

BAF Method

When advertising and marketing the products and services to the customers, it needs to explain effectively and attractively. In digital post, MSMEs needs how to write attractive posts. To write an attractive post or to explain effectively within 2 to 3 sentences or 2 to 3 minutes, MSMEs need to follow the BAF method. BAF Method is a method to follow for effectively explaining the products or services to the customers.



Source: <https://devedge-internet-marketing.com/2012/10/06/features-advantages-and-benefits-fab-statements/>

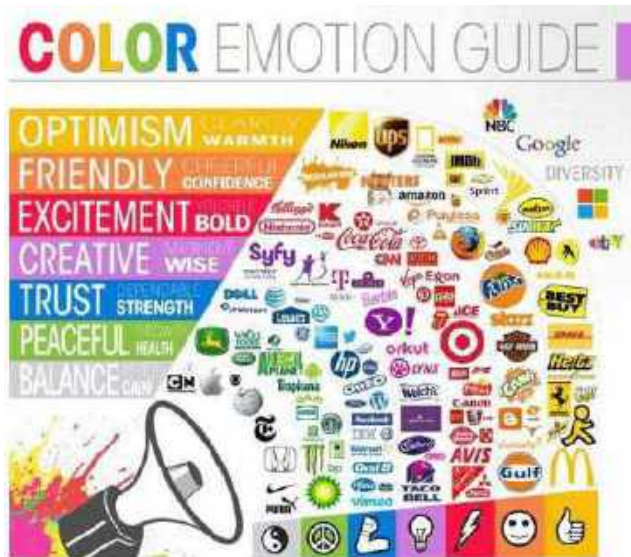
BAF stands for “**Benefits, Advantages, and Features**”. BAF is explaining how that benefits the prospective client, what it does (the advantage), and the feature. Within the first 2 or 3 sentences of *a digital content/ post should be started with the Benefit, after that follow the Advantage, and the last is the feature*. BAF method is an essential tool for identifying and clarifying the effective and attractive marketing messages to increase more sales and to attract new customers. Identifying various features, advantages, and benefits is a great way to get more effective with marketing & sales messages. **The BAF Statements are essential in explaining why customers should buy.**

For example, most customers can be aware the Fb post that it can only show first 3 sentences and the rest of post isn't shown. So, these 3 sentences should be the main themes to catch the customers' interests such as **Benefits** that can describe how the advertised product can provide the benefits to customers by using it. Merely only the first sentences will be attractive, the customers will aware the post. Then they will read the whole post. So, BAF method is important procedure for keeping in mind by MSMEs when advertising and explaining their products and services to customers.

Color Psychology and Color Theory in Marketing and Owned Branding

Besides, expert discussed about Effective utilization of Color Psychology and Color Theory in Marketing and owned branding. **Color psychology** is the study of how colors affect perceptions and behaviors. In marketing and branding, color psychology is focused on how colors impact consumers' impressions of a brand and whether or not they persuade consumers to consider specific brands or make a purchase (Gregory Ciotti,2020).

Understanding the color theory and psychology can enhance the knowledge and skills of MSMEs because brands, logos and product trademarks using effective, attractive and relevant color schemes can persuade the consumers' impressions.



Hence, it mentioned that effective utilization of Color Psychology and Color Theory can enhance Marketing and owned branding. Consequently, MSMEs should have knowledge about the color psychology and theory when designing or creating their owned brands, logos and digital posts with photos, products presentations.

Source <https://www.helpscout.com/blog/psychology-of-color/>

Color Psychology

The PSYCHOLOGY OF COLOUR		
Yellow FRIENDLY CHEERFUL OPTIMISTIC WARM HAPPY ENERGETIC	Blue TRUSTWORTHY OPEN RESPONSIBLE DEPENDABLE SECURE AUTHORITATIVE	Red STIMULATING VIBRANT PASSIONATE BOLD ACTIVE POWERFUL
Black EXCLUSIVE PRESTIGIOUS LUXE DRAMATIC MYSTERIOUS FORMAL	Pink CALM LOVING FEMININE ASSERTIVE PLAYFUL YOUTHFUL	PURPLE SUCCESSFUL WISE ROYAL SPIRITUAL LUXURIOUS CREATIVE
Orange EXCLUSIVE CONFIDENT ENTHUSIASTIC LIVELY FUN IMPULSIVE	Green NATURAL HEALTHY PEACEFUL FRESH GENEROUS SAFE	White PURE INNOCENT EASY FRESH CLEAN PRACTICAL



Canva Creator Software

Then, expert taught how to use Canva software that is online graphic design platform in order to apply in creating and posting digital posts and social media contents in websites and social media platforms; to

design brands and logos and to use in products and service presentation.

Participants created the own logo and brand and attractive social advertising contents by using Canva creator linking with color theory, color psychology and marketing funnel and purchase funnel.

3.4.5. Day- 4: Session- 5

Expert Mr. Htay Lin shared the topic about essential social media marketing skill. The topic has the following modules such as:

1. Define Your Goals and Objectives
2. Identify Your Target Audience
3. Choose the Right Platforms
4. Create Engaging Content
5. Content Calendar
6. Use Hashtags
7. Engage with Your Audience
8. Run Paid Advertising Campaigns
9. Utilize Influencer Marketing
10. User-Generated Content (UGC)
11. Live Video and Stories
12. Analytics and Insights
13. A/B Testing
14. Social Media Contests and Giveaways
15. Community Building
16. Monitor Trends and Updates
17. Data Privacy and Compliance
18. Customer Service
19. Remarketing
20. Measure ROI

Introduction

Social media marketing is an essential component of modern digital marketing strategies. It involves using social media platforms to connect with your audience, promote your brand, drive traffic to your website, and achieve various business objectives.



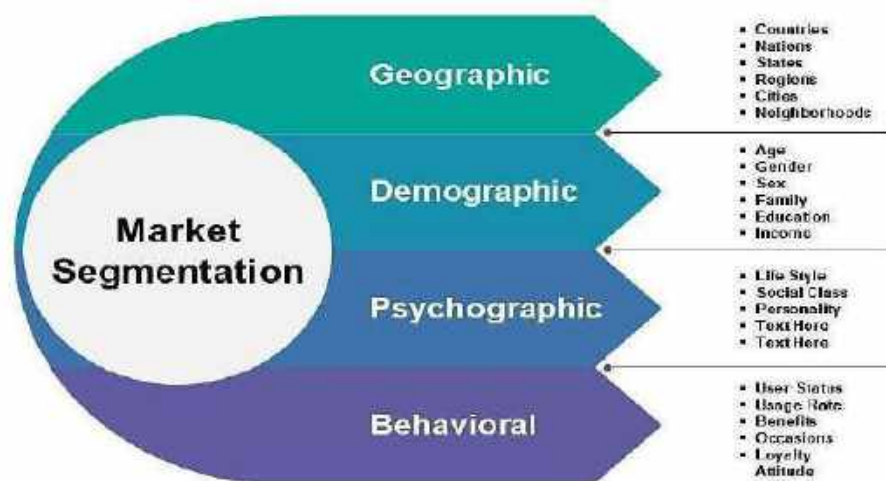
1. Define Your Goals and Objectives

Clearly define what you want to achieve with your social media marketing efforts, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales.



2. Identify Your Target Audience

Understand your target audience's demographics, interests, and behaviors. Create buyer personas to tailor your content and messaging effectively.



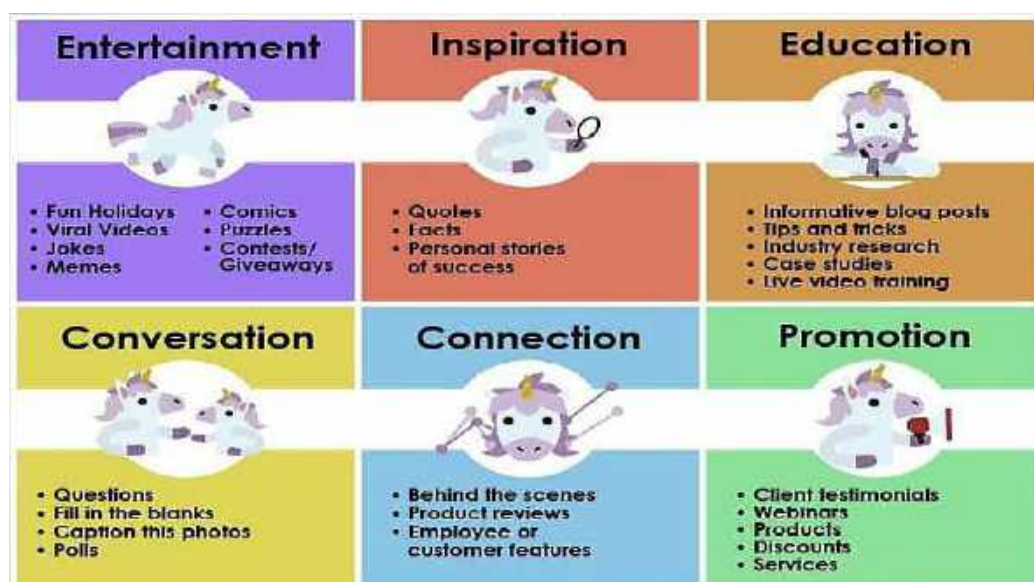
3. Choose the Right Platforms

Focus your efforts on the social media platforms where your target audience is most active. Common platforms include Facebook, Instagram, Twitter, LinkedIn, Pinterest, and TikTok.



4. Create Engaging Content

Develop high-quality, visually appealing content that resonates with your audience. Use a mix of text, images, videos, infographics, and other media formats.



5. Content Calendar

Plan your social media content in advance using a content calendar. Consistency in posting is crucial for maintaining audience engagement.



6. Use Hashtags



Incorporate relevant hashtags in your posts to increase discoverability and reach a wider audience. Research trending and industry-specific hashtags.

7. Engage with Your Audience

Respond promptly to comments, messages, and mentions. Encourage conversations and build relationships with your followers.



8. Run Paid Advertising Campaigns

Invest in paid social media advertising to reach a larger and more targeted audience. Platforms like Facebook Ads and Instagram Ads offer detailed targeting options.



9. Utilize Influencer Marketing



Collaborate with influencers in your niche to reach their followers. Influencers can provide authenticity and credibility to your brand.

10. User-Generated Content (UGC)

Encourage your customers to create content related to your products or services. Share UGC to showcase real customer experiences.

- ✚ Customer-generated content
- ✚ Employee-generated content
- ✚ Creator-generated content

1. Practice ahead of time.
2. Tell your audience in advance.
3. Choose a good time to go Live.
4. Prepare talking points.
5. But allow spontaneity!
6. Have links ready to share.
7. Ask viewers to share.
8. Answer questions and use names.
9. Repeat intro for newcomers.
10. Sign off with a CTA.

11. Live Video and Stories

Use live streaming and Stories features on platforms like Instagram and Facebook to connect with your audience in real-time and share behind-the-scenes content.

12. Analytics and Insights



Regularly analyze the performance of your social media efforts using platform analytics. Adjust your strategy based on what works best for your audience.

13. A/B Testing



Experiment with different content formats, posting times, and ad campaigns. A/B testing helps identify the most effective strategies.

14. Social Media Contests and Giveaways

Run contests and giveaways to boost engagement and grow your following. Ensure that the rules and prizes are clearly defined.

CONTESTS	GIVEAWAYS
SKILL DOMINANT	LUCK DOMINANT
LOWER PARTICIPATION DUE TO HIGHER ENTRY BARRIERS	HIGHER PARTICIPATION DUE TO LACK OF ENTRY BARRIERS
PERFORMANCE IS WINNING CRITERIA	CHANCE IS WINNING CRITERIA
MAY INVOLVE AN ENTRY FEE	FREE, DOES NOT INVOLVE AN ENTRY FEE

15. Community Building

Create or join social media groups and communities relevant to your industry. Participate in discussions and provide value to establish your brand as an authority.



16. Monitor Trends and Updates

Stay up-to-date with social media trends, algorithm changes, and new features on various platforms. Adapt your strategy accordingly.

- Impact of Short Videos
- Create a community with YouTube
- Sell directly with Social Commerce
- Get reviews from Content Creators
- Run Social Media Ads

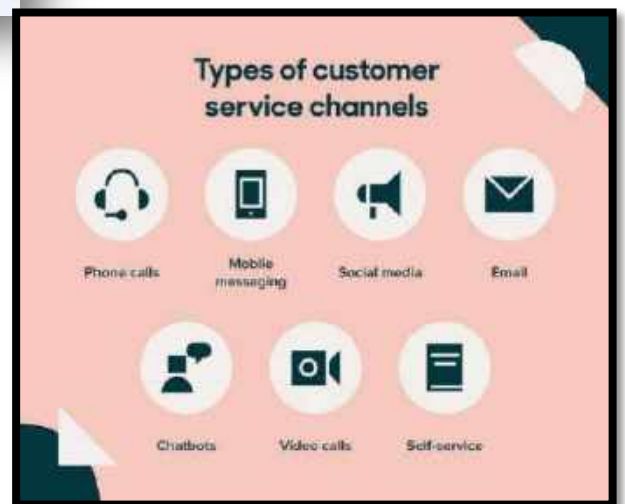
17. Data Privacy and Compliance

Ensure that your social media marketing practices comply with data privacy regulations and the terms of service of the platforms you use.



18. Customer Service

Use social media as a customer service channel, addressing inquiries, complaints, and feedback promptly and professionally.



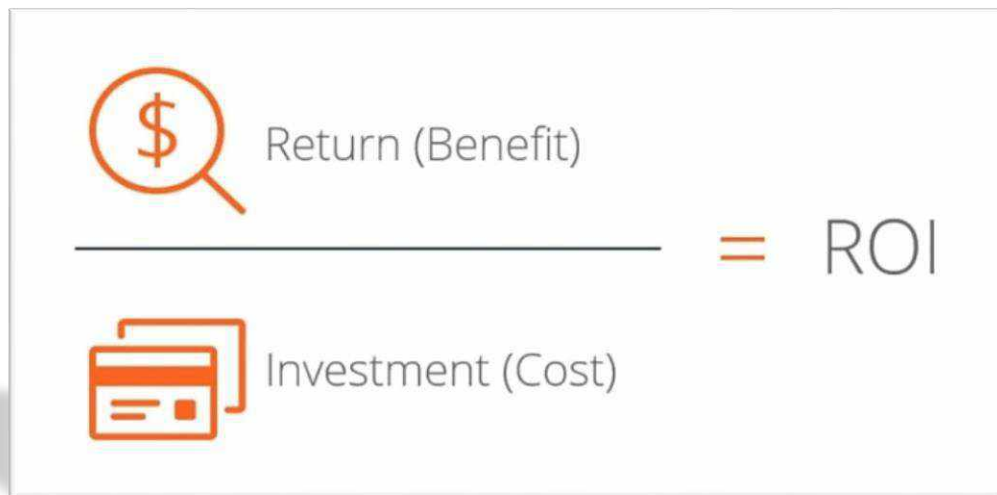
19. Remarketing

Implement remarketing strategies to target users who have previously interacted with your brand on social media or visited your website.



20. Measure ROI

Calculate the return on investment (ROI) for your social media marketing efforts. Assess whether your goals have been met and adjust your strategy accordingly.


$$\frac{\text{Return (Benefit)}}{\text{Investment (Cost)}} = \text{ROI}$$

The diagram shows the ROI formula within a light gray rectangular box. The numerator is 'Return (Benefit)', preceded by an orange icon of a magnifying glass over a dollar sign. The denominator is 'Investment (Cost)', preceded by an orange icon of a credit card. An orange equals sign follows the fraction line, and 'ROI' is written to the right of the equals sign.

Conclusion

Effective social media marketing requires ongoing effort, adaptation, and a deep understanding of your audience. By applying these techniques and staying in line with industry trends, you can harness the power of social media to achieve your business objectives.

3.5. Day- 5



5 Days Training Program for Digital Upskilling and Reskilling for Mekong-Lancang MSMEs

Date – 25th – 29th September 2023

Venue – Thingaha Hotel, Nay Pyi Taw

29.9.2023 (from 9:30 AM–17:00 PM)

Advance Level – Digital Financing and Management

Time	Title	Expert
09:00–09:30	Registration	
09:30–10:45	Morning Session 1. Basic Financial Management 2. Digital Financial Management using with digital apps (i.e., Zipbooks)	Ms.Pann Ei Phyu Member of Digital Economy Committee
10:45–11:00	Refreshment	
11:00–12:30	Morning Session 3.How to use digital app Zipbooks (Practical exercise)	Ms.Pann Ei Phyu Member of Digital Economy Committee
12:30–13:30	Lunch Break	
13:30–15:30	Afternoon Session 1. Basic knowledge of digital systems Enterprise resource planning system – ERP, Point of sale –POS, Customer	Mr.Zaw Win Tun, Mr. Oung Sit

Relation Management – CRM, Digital
software for back office–HRM software

2. AI for entrepreneurship (Chat GPT)

Mr. Aung Pyae Hein

15:30–15:45 Refreshment

15:45–16:30 3. Recapitulation for 5 Days Training

16:30–17:00 Closing the Training

3.5.1. Session-1

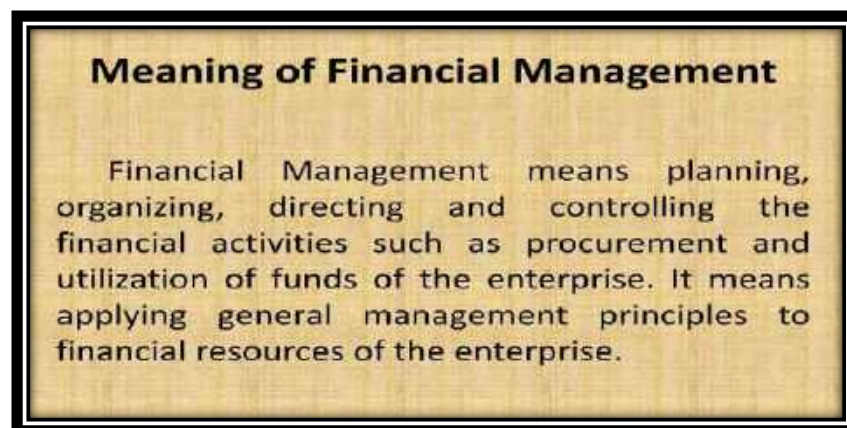


On the fifth day, Ms. Pann Ei Phyu, an expert from Myanmar Computer Federation, presented and shared the topic of Financial Management and Applications for MSMEs in order to understand Financial Management, which is important for MSMEs, and how to sustain using digital technology.



Before discussing digital accounting apps, MSMEs have to learn the financial management and accounting concept first. When only understand about the financial management concept, MSMEs can input the financial information data when using the digital accounting apps. Otherwise, they will be “Garbage in Garbage out” in using digital apps if they don’t understand the financial management and accounting knowledge. So, financial management and accounting topic were firstly discussed and then, cloud based digital financial app was delivered.

In the topic: the importance of financial management in a business, Financial Management Processes such as evaluating the current financial position; setting priorities and how to approach the goal; and making investment plans, implementing those plans, monitoring and adjusting performance were explained in detail.



Good financial management is vital for the success of any business.

- 1) Normal operation
- 2) Reporting on Business operation
- 3) Raising of Debt and equity
- 4) Allocation of Profit
- 5) Investing the capital
- 6) Business expansion
- 7) Financial control
- 8) Calculating the capital required

9) Budgeting

10) Business Plan

Consequently, various aspects of Financial Management such as reviewing and presentation were shared based on the practical experience why financial management was important for everyone and how to effectively manage.



Financial Management Process

- Assess Current Financial Position
- Define and Prioritizing Goals
- Financial and Investment Plan
- Implementation of the Plan
- Monitor, Evaluate and Adjust Performance

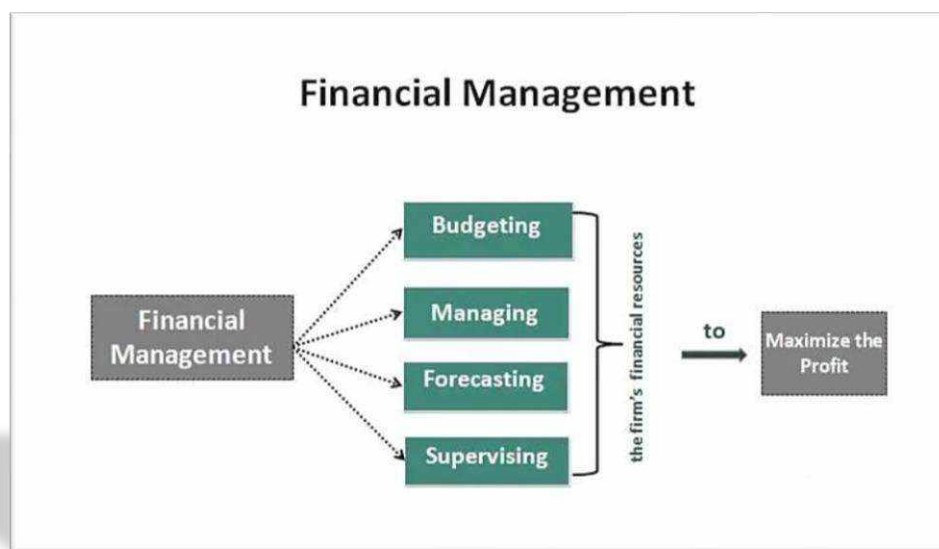


For every entrepreneur, good knowledge about financial management and a lot of practices how to find startup capital are needed to establish a business. Tips

on Macroeconomic Dashboard; how to do a PESTEL Analysis, the benefits of doing a SWOT analysis, the concepts of Assets and Liabilities Financial Statements, Expenses Concepts, Differences between Government Accounting and Business Accounting, Financial Management Challenges, and Financial Controller's Main Responsibilities were extensively explained.

Then, expert discussed about the financial management process comprehensively. The key five processes of the financial management processes are the following–

- 1) Assess current financial positions
- 2) Define and prioritizing goals
- 3) Financial and Investment plan
- 4) Implementation of the plan
- 5) Monitoring, evaluate and adjust performance



How to raise capital?

The most common sources of startup capital



Every business needs to know how to raise capital investment. The most common sources of startup capital can get from various sources such as friends and family, personal savings, credit cards, bank loans, venture capitalists, angle investors, government grants, crowdfunding, bootstrapping and other sources. As MSMEs, they should take the bank loans, only when they need unavoidably the capital investment. Otherwise, they will face the financial burdens to repay the loan due to the risk of interest rate resulting the hardship in continuing the business. Expert also shared about the Macroeconomic Dashboard as per knowledge.

Macroeconomic Dashboard

❖ Interbank Offered Rate (IBOR)

✓ London Interbank Offered Rate (LIBOR)

✓ Singapore Interbank Offered Rate (SIBOR)

✓ Jakarta Interbank Offered Rate (JIBOR)





MSMEs have to know about the financial risk management such as market risk, foreign exchange risk, credit risk, liquidity risk, operational risk and other risks for managing the business. Hence, expert discussed about the Financial Risk Management for MSMEs. Among these risks, she pointed out the importance of the market risk that was able to affect MSMEs. That risk can arise from the changes of stock prices, interest and exchange rates, changes of commodity rates and other factors.



MSMEs have to assess the business's financial risk by using PESTEL and SWOT analysis. So, expert explained how to analysis the PESTEL and SWOT for MSMEs based on the practical experiences shown in the graph and assigned participants to assess their business status.

P	E	S	T	L	E
POLITICAL	ECONOMICAL	SOCIAL	TECHNOLOGICAL	LEGAL	ENVIRONMENTAL
Example: <ul style="list-style-type: none"> • Current tax policy • Brexit • Trade policies • Political stability • Government policy 	Example: <ul style="list-style-type: none"> • Inflation rate • Exchange rates • Economic growth • Interest rates • Disposable income • Unemployment rate 	Example: <ul style="list-style-type: none"> • Lifestyle attitudes • Cultural barriers • Population growth • Population age • Health consciousness • Target demographics 	Example: <ul style="list-style-type: none"> • Level of innovation • Automation • Technological awareness • Cybersecurity • Technological change • Internet availability/speed 	Example: <ul style="list-style-type: none"> • Employment laws • Discrimination laws • Health and safety • Copyright protection • Consumer safety 	Example: <ul style="list-style-type: none"> • Weather • Climate change • Environmental policies • NGO pressure • Recycling • Pollution • Sustainability

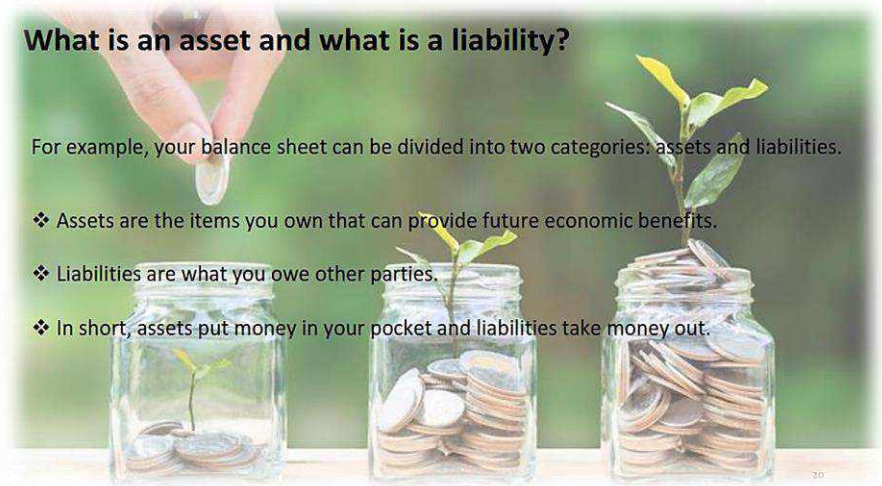


Then, expert continued sharing the assets and liabilities being the basic for basic concept of the balance sheet and financial statement.

What is an asset and what is a liability?

For example, your balance sheet can be divided into two categories: assets and liabilities.

- ❖ Assets are the items you own that can provide future economic benefits.
- ❖ Liabilities are what you owe other parties.
- ❖ In short, assets put money in your pocket and liabilities take money out.



Expert explained regarding the asset and liabilities. Since asset can be tangible and intangible, even good reputation of the brand of MSMEs is also the intangible asset for MSMEs. To understand the balance sheet and financial

statement, MSMEs need to aware about asset and liabilities. So, the participants were assigned to identify the assets and liabilities based on their businesses.



Expert explained how to relate the financial accounting and financial management, and the importance of financial accounting for the business. Financial accounting and financial management are a powerful combination that is essential for running an organization, and together they provide an effective combination for any finance professional.

Viewing and monitoring financial statement can provide the information about the trading profit and loss of the businesses. Balance sheet can describe the inventory's status, amount of liabilities, amounts of returns and so on.

When developing financial statement, it will include cash flow, trading profit and loss and balance sheets. Then, expert explained about the direct expenses and the indirect expenses.

Example of Direct Expenses	Example of Indirect Expenses
<ul style="list-style-type: none"> • Manufacturing supplies • Equipment • Raw materials • Wages and salaries • Fuel or power consumption • Clearing charges • Electricity 	<ul style="list-style-type: none"> • Marketing campaigns • Accounting and payroll software • Office rent • Office expenses • Office telephone charges • Printing and stationery • Legal charges • Insurance • General expenses

Depending on the financial statement, MSMEs have to manage and evaluate the business's financial stability and potential. Then, expert shared the trading account example as follow. She assigned participants to make their group work.

Preparing Trading Account

❖ The format of trading account after passing the closing entry is as follows:

Dr.	Trading Account for the year ended		Cr.
Sales returns	15,000	Sales	205,000
Purchases	49,000	Purchase returns	3,000
Beginning inventory	8,000	Ending inventory	9,000
Balance c/d	145,000		
Total	217,000	Total	217,000
		Balance b/d	145,000

commission received		
discount received		
NET PROFIT		£19,300

Preparing Trading Account

❖ For the following question, prepare a trading account

Particulars	Amount	Particulars	Amount
Sales	2,05,000		
Sales returns	15,000		
Purchases	49,000		
Purchases returns	3000		
Opening inventory	8000		
Closing inventory	30,000		
Trading Account	1,500		

Expert taught the following tips for financial accounting and its importance as short notes.

Tips for Financial Accounting and its importance
<p>There are internal/ external users of the accounting (financial) information.</p> <p>Internal user may owner.</p> <p>When As business owner or manager (internal user) want to know the business's condition or how to carry out for future investment or actions, they view the financial information.</p> <p>These financial statements are drawn by accountant.</p> <p>As MSMEs or business owner should know what is the financial statement and what information are describes in financial statement? how to evaluate and interpret the described information by financial statement? How to manage based on the information of the statement indicated?</p> <p>As external users may be bankers, investors or shared holders and on.</p> <p>As external users may think about whether they should invest or not, whether they lend or not based on the financial statement.</p> <p>The more the business is bigger, the more the accountant will be needed.</p> <p>When calculating the profits, it is needed to calculate every 3 months, every 6 months.</p> <p>When closing the budget, it is every 6 months or every year end.</p> <p>The difference between government accounting and business accounting is that business accounting needs to consider assets and liabilities.</p> <p>It is needed to draw cost break down structure by financial manager or MSMEs.</p> <p>The challenges for financial managers in changing economic environment</p> <ul style="list-style-type: none">• Regulations• Globalizations

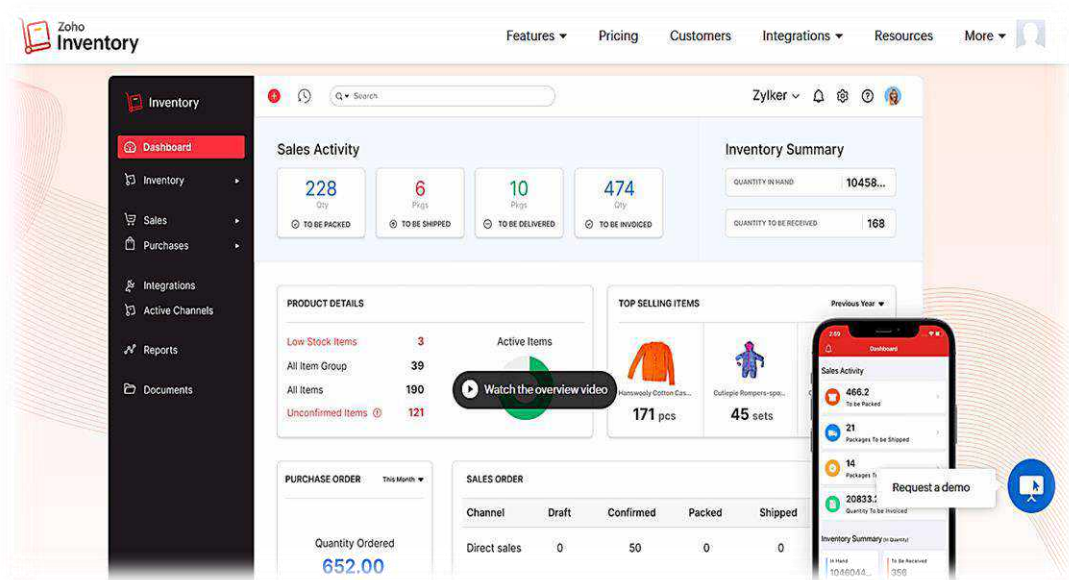
- Technology
- Risk
- Transformation
- Stakeholder management
- Strategy
- Reporting
- Talent and capability

It also needs to have a controller for financial management and accounting to supervise. Controller is concerned with accounting and controls. The main functions of a Controller are financial accounting, internal audit, taxation, management accounting and control, budgeting and planning.

After delivering the financial management and accounting topic, expert continued how to go digital financial step. She discussed one open-source “Zoho Inventory App” for MSMEs. This is a useful integrated software to manage, execute and report that are combining the Customer experience platform (Customer Relation Management- CRM), finance platform, HR platform, Integrated Collaboration Platform and marketing platform.

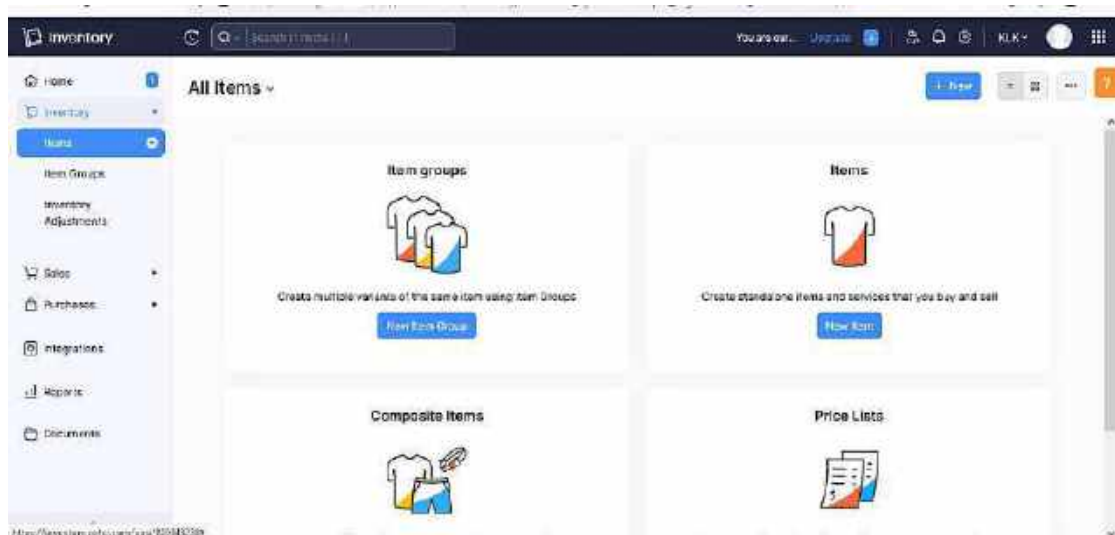
She explained why business owners should use the digital financial management tools. It is essentially needed to right time decide for business, and quick decision making is the one of the advantages of MSMEs. To decide swiftly, MSMEs or Decision-makers have to get the real-time data from financial managers or accountants. Using Digital tools can provide the real time data and real time collaboration, so it can save time, money and manpower. However, MSMEs should keep in mind about the data privacy when using the open-source free software. Because when using free digital tools, some data and information will be uploaded the cloud of the software, and consequently, data privacy may be insecure depending on the utilized cloud ownership’s trust worthiness and credibility.

In order to apply in practice about a cloud base application, expert shared the simple Zoho application. This application is an easy and simple Zero Cost Better Business CRM for entrepreneurs. Expert shared how to use Zoho Application in practice, and the participants conducted the action plans using Zoho.



Zoho.com

Source-



Source-Zoho.com



Source-Zoho.com

3.5.2. Session-2

Next, Expert Mr. Zaw Win Tun from Myanmar Computer Federation presented a discussion about the Enterprise Resources Planning ERP system that will be used for MSME businesses. The part included in the ERP system are Project Management; Customer Management; HR Management; Financial Management; Manufacturing Management; and Supply chain Management. Small business or Medium improving business conditions by using large- scale business operations as desired can be customized. ERP system can view and update the statistics at the same time while time and money can be saved as well as manpower.

In addition to being able to use the finance section, manufacturing logistics automatic processes can also be used. ERP systems are based in business and start using data information in real time. It is a system that can be well managed for both customers and user employees. **Point of Sale (POS)** can be used independently by MSME businesses such as E-commerce platforms for products which are easily to be installed and used in mobile phones and laptop systems.

As the last part, MSME entrepreneurs including the government officials demonstrated the practical use of the online **Point of Sale (POS)** application as practical exercise.

Next, Expert U Aung Pyae Hein from Myanmar Computer Federation (MCF) explained the progress of Artificial Intelligence (AI) technology that can be used in the digital transformation of MSME enterprise, and the activities that should be considered to use in MSME enterprises with the AI Application for entrepreneurship (ChatGPT). Applied training was taught with practical exercises meanwhile the participants discussed regarding the AI raising the questions.

After the session, the Mekong-Lancang 5days training for MSME businesses was wrapped up for the whole 5 days training.

Then, three participants who can write the best marketing plan contents were given the awards, and those performing the best presentation about financial management were given the Action Awards. A group of experts from Myanmar Computer Federation (MCF) awarded the prizes after recapping the lectures throughout the final day.





After the lecture session on the Training Day-5, Union Minister for the Ministry of Industry Dr. Charlie Than awarded the **Completion Certificates** to all participants and delivered the closing remarks.





Minister Dr. Charlie Than's Closing remark highlighted as the following:

- Excellency mentioned his expectation that participants could upgrade their understanding the role of digitalization and skills of using digital tools, exchange best practices and be able to expand business linkages during these five days.
- Moreover, excellency hope that all participants will also be able to recognize the significant role of MSMEs' digital inclusion for the development of the whole digital economy system and the training contents can cover starting from the basic concepts of digital transformation to the advanced skills so that it can be beneficial for MSMEs' digital transformation.
- Excellency pointed out that the training contents are classified as three levels; basic, intermediate and advanced to fulfill the needs of MSMEs based on the outcomes of the first phase of the project. So, after this training, MSMEs can understand well regarding the digital economy and digitalization concepts and consequently they can be able to utilize digital tools systematically for their business operations.
- He also highlighted that in order to fully implement the digital economy, not only the government plays a vital role, but the private sector and

academia also can contribute significantly. Private enterprises including MSMEs are encouraged to deep-dive into the digital world, because it is a must to do in the era of digital technology. So, this 5-day webinar training is being held aiming to enhance MSMEs, MSMEs associations, government officials and policy makers in MLC countries, gaining more understandings on the digital innovation practices, policy and new emerging digital industry related to the development of digital economy, to fulfill the goals of digital economy development in line with the vision and commitment of no MSME left behind in digital transformation.

- Excellency expressed his expectations that as the whole project, digital literacy, critical thinking, and problem-solving skills for MSMEs can be increased and it can accelerate digital innovation and digital transformation of MSMEs.



- Excellency expressed his special thanks to the Chinese government and the Embassy of the People's Republic of China in Myanmar for supporting this project, which has brought several benefits to all Mekong-Lancang countries, including Myanmar.

- He also expressed his heartfelt thanks to digital experts and speakers who actively shared digital skills and knowledge, delegates from Ministry of Industry and relevant ministries, representatives from MLC countries, MSMEs from States and Regions.
- He urged all participants to continue their efforts on digital transformation based on the knowledge and skills you gained from this project, and to build friendship and network among participants and experts

Then, representative from participants also delivered “Thank you notes” for attending the 5day training program. Then, the training was successfully closed.



Evaluation of the Training Contents

4.1. Training Methodology

Workshop–Collaborative sessions: Participants applied concepts to real-world scenarios, fostering hands-on learning.

Practical Exercises–Hands-on activities: Exercises such as social media campaign planning, provided participants with practical experience to enhance proficiency.

Interactive sessions: Multimedia presentations, case studies, and discussions facilitated active engagement, connecting theory with practice.

Q&A Sessions: Direct dialogues addressed participant queries, ensuring the training remained responsive to specific needs and challenges.

This blended methodology aimed to create an inclusive learning environment, catering to diverse learning styles, and equipping participants with practical digital skills.

4.2. Participants Engagement and Interaction

Participants actively immersed themselves in the training, embracing workshops and interactive sessions. Feedback highlighted increased confidence in applying digital tools, with discussions focusing on challenges faced by Mekong–Lancang MSMEs in digital adoption. Insightful questions ranged from practical digital marketing implementation to e-commerce model selection. The collaborative atmosphere and shared experiences enriched the training, emphasizing its impact on enhancing digital capabilities within the Mekong–Lancang MSME community.

4.3. Impact Assessment

The initial feedback from participants underscored a positive impact on their understanding and application of digital skills while gauging the immediate impact, it became apparent that participants experienced a notable enhancement in their knowledge and skills related to digital upskilling and reskilling.

Observable changes were evident in participants' confidence and capability to navigate digital tools. However, a key takeaway was the recognition of the need

for a deeper understanding of ground-level challenges faced by business owners. Participants expressed a desire for more insights into basic technology for digital transformation, emphasizing the importance of adapting to international ecommerce features.

Examples of Participants planning to apply their learnings included intentions to revamp digital marketing strategies, optimize online platforms, and implement secure and efficient digital payment systems within their respective MSMEs. The feedback suggests a promising shift in participants' perspectives, highlighting their willingness to actively integrate digital strategies into their business operations.

Moving forward, addressing ground-level challenges and providing additional support in adapting to basic technology for digital transformation will be crucial in maximizing the long-term impact of the training on Mekong-Lancang MSMEs. This insight serves as a valuable guide for refining future training programs to better align with the specific needs of participants in the rapidly evolving digital landscape.

4.4. Recommendations

1. Ongoing support and follow-up sessions

To sustain the momentum of digital upskilling, it is recommended to establish a framework for ongoing support and follow-up sessions. Regular workshops, webinars, or mentorship programs can provide participants with continuous learning opportunities and a platform to address evolving challenges. This ensures a sustained and progressive integration of digital skills into the daily operations of Mekong-Lancang MSMEs.

2. Additional Resources and Tools

Consider providing participants with a curated set of additional resources and tools tailored to their specific industry needs. Access to updated guides, tutorials, and case studies can empower them to deepen their knowledge independently. This could include partnerships with relevant industry experts or digital platforms that offer continuous learning opportunities.

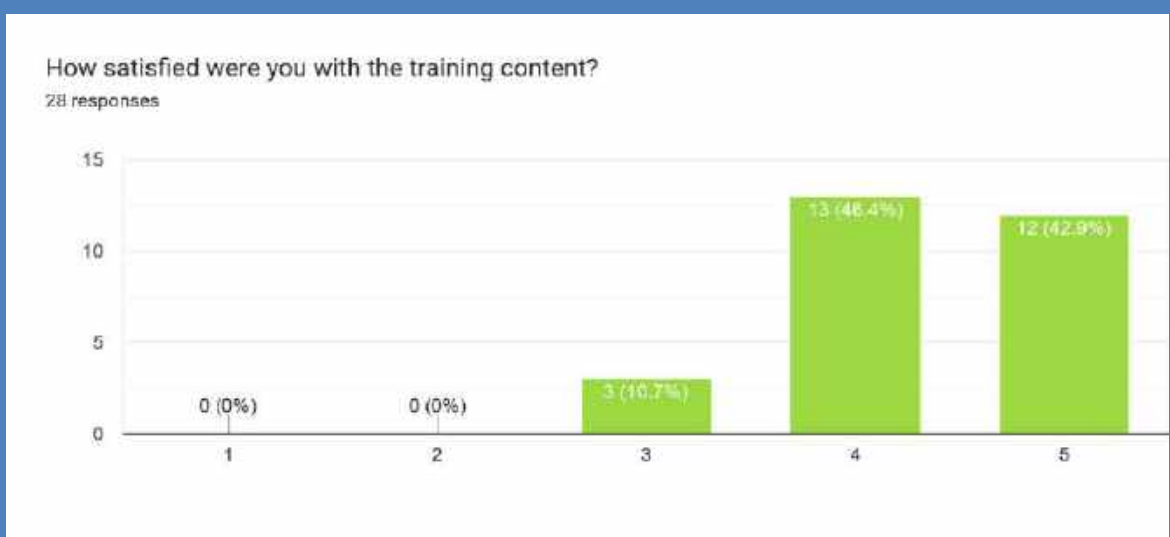
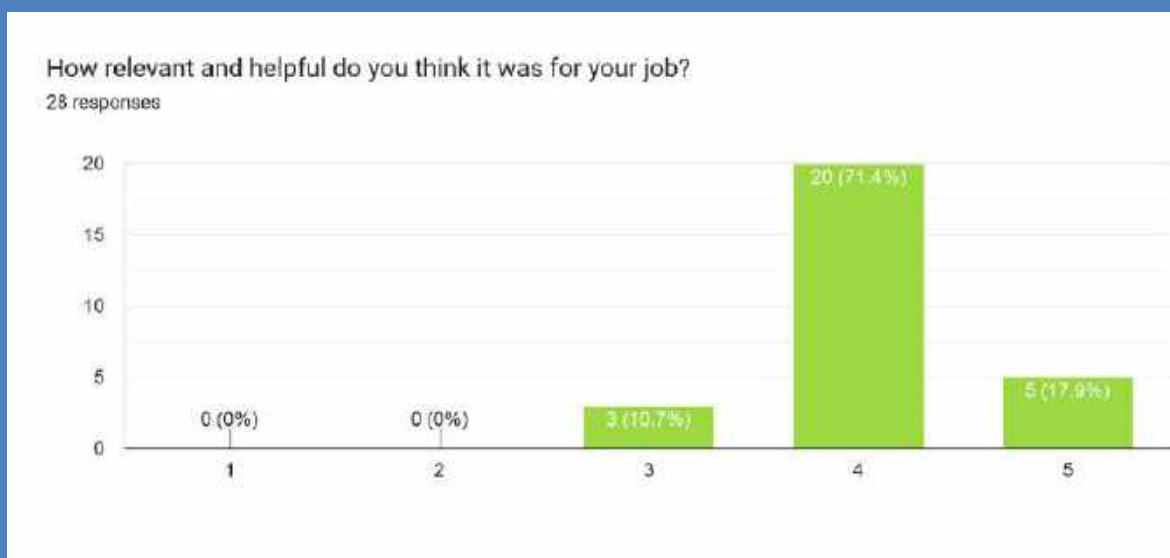
3. Integration of digital skills into daily operations

Emphasize the practical application of digital skills in daily MSMEs operations. Encourage participants to create actions plans for integration digital tools, such as implementing digital marketing strategies, optimizing online platforms, and adopting secure digital payment systems. Promoting a culture of continuous improvement and experimentation will further embed digital skills into the core of their business strategies.

By implementing these recommendations, the training initiative can evolve from a one-time event into a sustainable framework for ongoing digital empowerment. This approach ensures that Mekong-Lancang MSMEs not only acquire essential digital skills but also seamless integrate them into their day-to-day operations for long-term success in the digital era.

Training Evaluation

To assess the training's effectiveness and relevancy of the project, we conducted the survey before and after the training program. The survey examines the participants' level of understanding on digital skills, course relevancy and helpful for MSMEs, satisfaction on the training and experts, whether training agenda can cover the participants' digital skill needs. Based on the results obtained from the series of survey questionnaires which were distributed to participants, the results were as below:

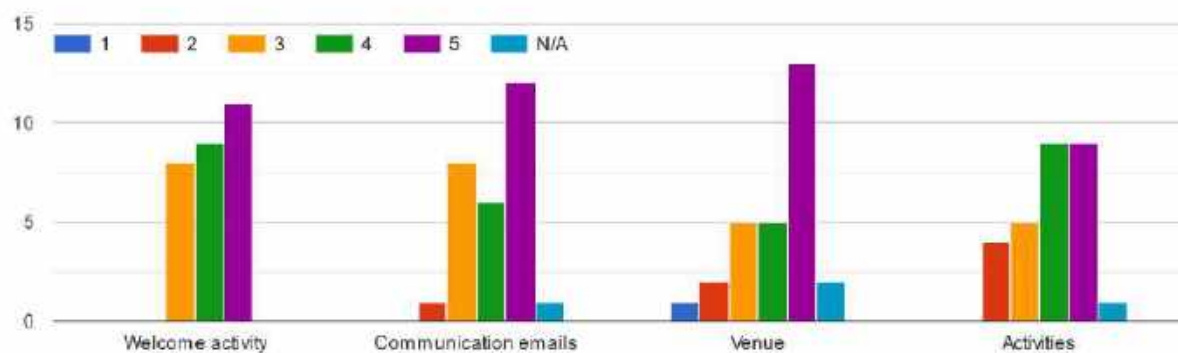


Do you think the training agenda meets the training objectives?

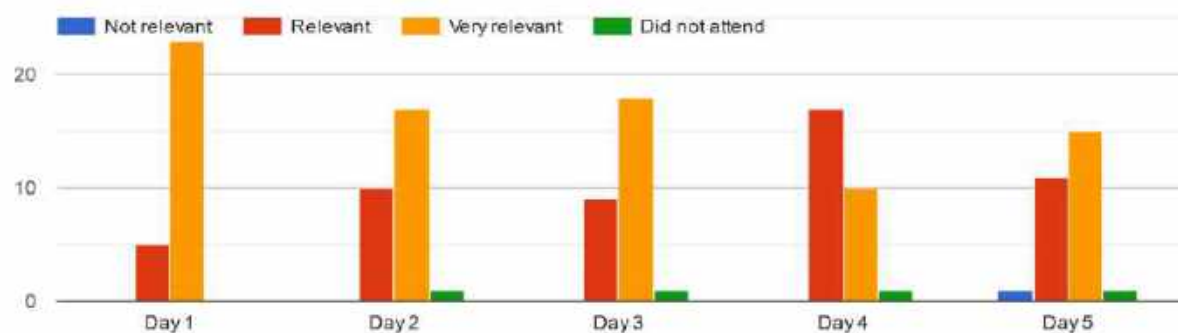
28 responses



How satisfied were you with the logistics?



Which sessions did you find most relevant?



What was the single best part of the training program?(Choose one more answer)

28 responses

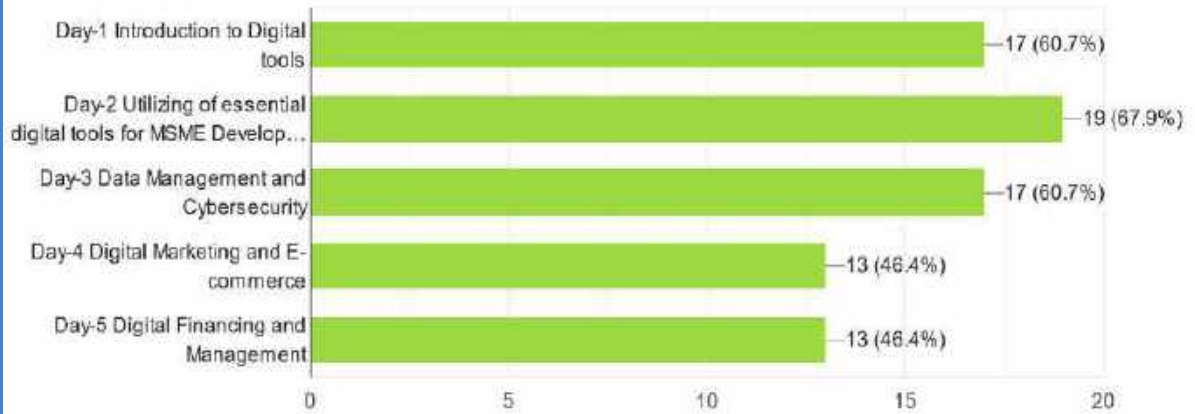


Photo Records of Phase-2 Training Program

Phase-II Photo Records



Mekong-Lancang Cooperation “5 Days Training Program for Digital Upskilling and Reskilling for Mekong-Lancang MSMEs”

at Thingaha Hotel



Opening Remark by Minister Dr. Charlie Than with Video Format

at the Ministry of Industry on the 25th September 2023



Senior Government Officials, Government Officials and Training Participants joining at the Opening Ceremony held at the Ministry of Industry



Senior Government Officials, Government Officials and Training Participants joining at the Opening Ceremony held at the Ministry of Industry



Senior Government Officials, Government Officials and Training Participants joining at the Opening Ceremony held at the Ministry of Industry





*Opening Remark by Mr. Win Zayar Htun, Vice-Chairman
of the Mekong-Lancang Cooperation*



*Memorable Photo of the Government Senior Officials Joining Opening Ceremony
in The Ministry of Industry on 25th-29th September 2023*



Memorable Photo of the Government Senior Officials, MSMEs participants and Experts Joining Opening Ceremony in The Ministry of Industry on 25th-29th September 2023





Expert Training at Thingaha Hotel



Expert Training at Thingaha Hotel



Training at Thingaha Hotel



Training at Thingaha Hotel



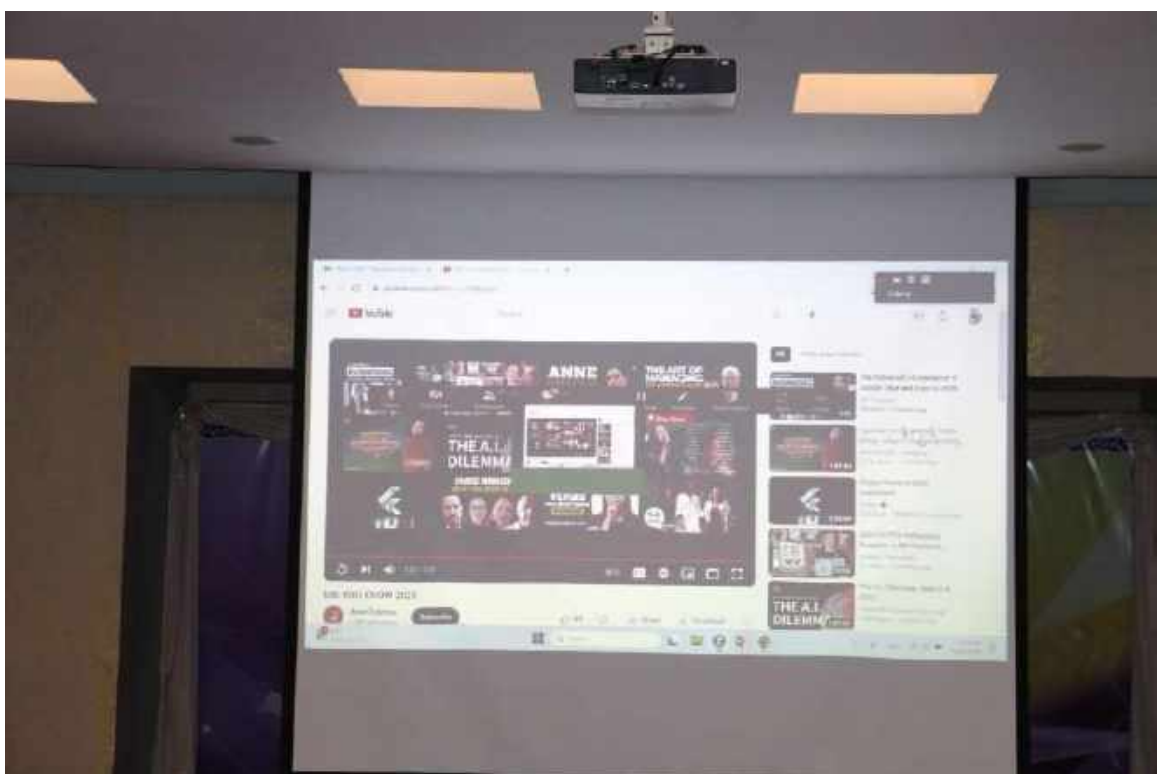
Training at Thingaha Hotel



Training at Thingaha Hotel



Training at Thingaha Hotel



Training at Thingaha Hotel



Expert training at Thingaha Hotel



Expert discussion at Thingaha Hotel



Expert Discussion Photo at Thingaha Hotel



Training Photo at Thingaha Hotel



Expert Discussion at Thingaha Hotel



Expert Discussion Photo at Thingaha Hotel



Welcome Dinner of Phase-2 at Thingaha Hotel



Welcome Dinner at Thingaha Hotel



Welcome Dinner at Thingaha Hotel



Welcome Dinner at Thingaha Hotel



Welcome Dinner at Thingaha Hotel



Welcome Dinner at Thingaha Hotel



Dinner at Thingaha Hotel



Dinner at Thingaha Hotel



Expert training Photo



Group Sharing Photo



Group Discussion



Group Discussion



Group discussion Photo



Sharing about the digital marketing by expert



Expert discussion Photo

MODULE 4: CRAFTING AN EFFECTIVE DIGITAL MARKETING STRATEGY

Group Work

Activity Instruction: Social Media Campaign Planning
Objective: To create a social media marketing plan for a SME.

Scenario: You are a digital marketing team responsible for promoting a local SMEs (Bakery, Fashion, Food, Plant, Restaurant, Handicrafts, Service)

Instructions for Participants:

- Group Formation:** Divide participants into small groups. Each group will work on a separate marketing plan for the company.
- Campaign Budget:** Provide each group with a hypothetical budget (e.g., \$1,000) for a one-month social media marketing campaign.
- Planning Phase:** In your groups, outline a social media marketing strategy for Sweet Delights. Consider the following elements:
 - Platform Selection:** Choose the social media platforms you think would be most effective for the bakery (e.g., Instagram, Facebook, Pinterest).
 - Content Ideas:** Brainstorm content ideas for the campaign. What types of posts, images, or videos would engage the audience?
 - Posting Schedule:** Create a posting schedule, specifying how often and when to post on each platform.
 - Expected Outcomes:** Define the key performance indicators (KPIs) you want to achieve (e.g., increase in website traffic, growth in social media followers, boost in online orders).
- Presentation Preparation:** Prepare a short presentation (5 minutes) in your groups to present your campaign plan to the class. Make sure to justify your choices based on the bakery's goals and target audience.

Group Activities



Group Sharing by Group Representation



Group Sharing by Group Representation



Group Sharing by Group Representation



Group Sharing by Group Representation



Training by Expert



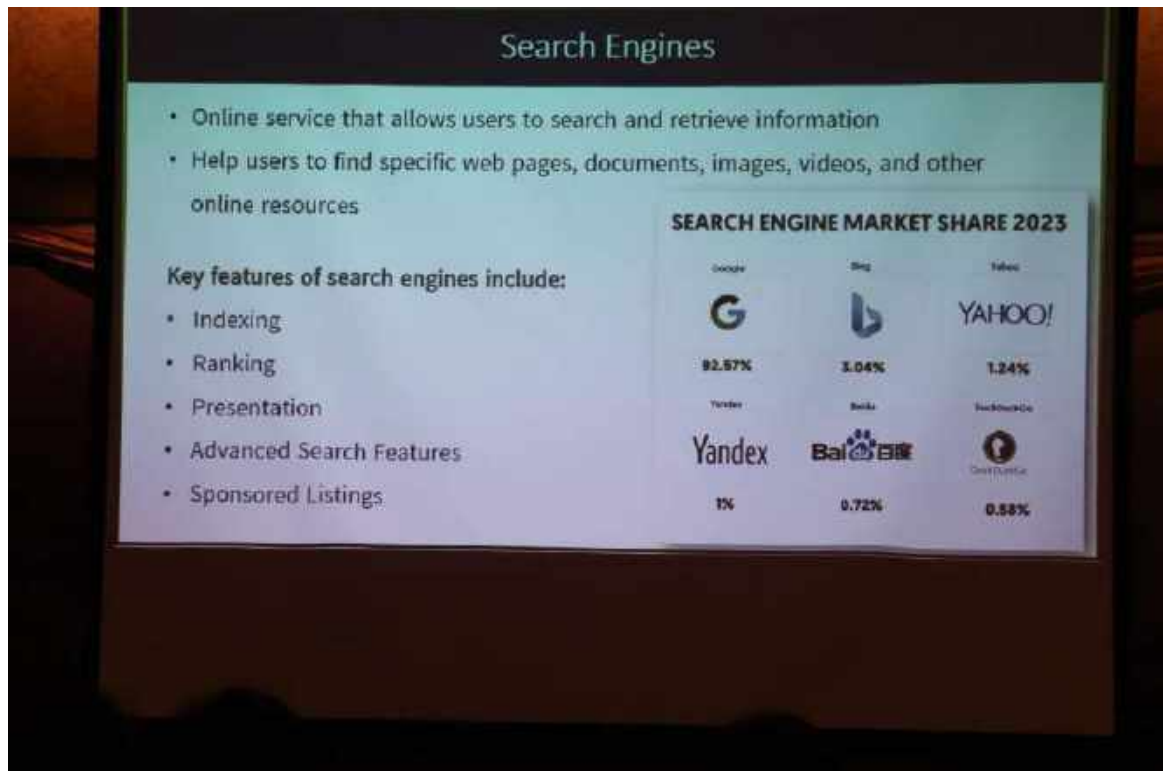
Training by Expert



Training by Expert



Sharing by Participant



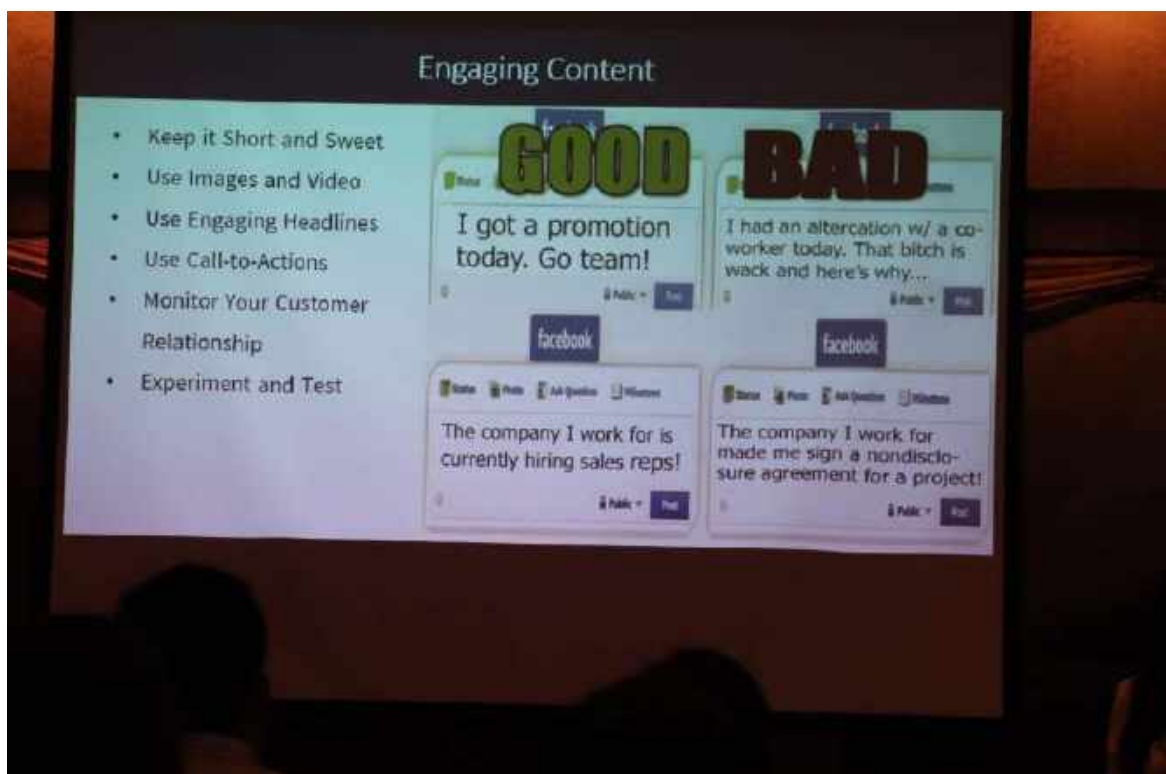
Expert discussed about the Search Engine topic.



Group Discussion Photo



Memorable photo of Content Writing



Content Writing Discussion



Group Discussion

Content Plan and Schedule

Social Media Content Plan						
	Promote brand awareness by 10% in 2021			Gain leads by 10% in 2021		
2021 Social Media Goals	Increase website traffic by 20%		Get 100,000 new followers		Gain 100,000 new email subscribers	
Content Pillars	Education	Relationship	Inspiration	Entertainment		
Content Themes	Blog Posts	Live Talk on Big Data Trends	Interviews	Series Highlighting Asian Small Business Owners	Webinars	Live Q&A
Content Calendar	Real	Facebook Live	Instagram Personalities	Instagram Story Series	Design Live & Download - About Marketing	Webinar: How to grow your business on social media

Expert discussed about the Content Writing



Lunch Break



Lunch Break



Lunch Break



Training by Expert



Memorable photo of Group Discussion



Memorable Photo of Expert's Teaching



Expert discussed about Cyber security and Data Privacy



Assisting by Project Team



Actively participation by Participant



The Union Minister is monitoring the training session.



Memorable photo of expert discussion



Memorable photo of participants and experts.



Expert shared about the E-commerce Strategy.



Expert shared about the E-commerce Management.



Expert shared about the IPR.



Expert shared about the Digital Marketing.



Online Participants



Expert Shared with the ERP system.



Memorable photo of Project Teams and Experts





Participant shared about the group presentation.



Expert discussed about the Digital financing.



The Union Minister is the Closing Speech



The Union Minister is the Closing Speech



Present Phase I



Sharing by participant



Awarding to Participant for assignment work



Awarding to Participant for assignment



Awarding to Participant for assignment



Sharing experience by participant



Memorable photo of closing ceremony



Sharing and Thanking by participant



Greeting by Minister



Greeting by Minister

References

Experts' Training Materials

Google.com

hubspot.com

flodesk.com

mailchimp.com

<https://www.shopify.com>

[upwork.com](https://www.upwork.com)

<https://www.fiverr.com/>

<https://app.onlypult.com/dashboard/object/add>

<http://canva.com>

loom.com

<https://accounts.zoho.com>

<https://www.virustotal.com/gui/home/upload>

<https://economictimes.indiatimes.com/jobs/mid-career/digital-marketing-vs-traditional-marketing-whats-the-difference/articleshow/102196585.cms>

<https://study.com/academy/lesson/golden-triangle-in-marketing.html>

<https://www.redbubble.com/i/laptop-skin/Big-fish-eats-the-small-fish-and-Fast-fish-eats-slow-fish-by-treowls/74613167.6EA4Y>

<https://www.synthesistechnology.com/blog/quarter-end-production-the-fast-fish-eats-the-slow-fish-and-the-definition-of-insanity/>

<https://www.forbes.com/advisor/business/4-ps-marketing/>

https://en.wikipedia.org/wiki/Purchase_funnel

<https://devedge-internet-marketing.com/2012/10/06/features-advantages-and-benefits-fab-statements/>

<https://www.cfainstitute.org/en/membership/professional-development/refresher-readings/measuring-managing-market-risk>

Recommended Useful Apps by Experts

flodesk.com for many mails can be sent securely with one time

mailchimp.com

<https://www.shopify.com> for ecommerce site

[upwork.com](https://www.upwork.com) that web developer and freelancer can be hired as part time

<https://www.fiverr.com/> that can be sought the content writers

[https://app.onlypult.com/dashboard/object/add that](https://app.onlypult.com/dashboard/object/add) FB,Twitter can be scheduled in

FB and twitter for social media management app

<http://canva.com> that can be designed for logo

loom.com for presentation

Virus Total – Virus detective Software

<https://www.virustotal.com/gui/home/upload>

Zoho inventory software

Hubspot that is CRM software

Google sites and google related softwares

Expert Profiles

(1) Mrs. Chaw Khin Khin

Educational Qualification

- MBA in International Business Strategy (International Corporate Strategy Department, Hitotsubashi University, Tokyo, Japan)
- BSC(Hons)Computing and Information System (London Guildhall University, UK)
- Diploma in Business (Tamasek Polytechnic, Singapore)

Certification

- ISO 9001:2015 International Lead Auditor Certificate
- ISO 9001:2008 International Lead Auditor Certificate
- ISO 27000 Information Security Management System Awareness Certificate

Skills Building for MSME Department

- ITC SME Trade Academy
- Certificate of Achievement for
- Advocacy and Trade Policy Reform
- Building Competitiveness in Trade in Services
- Competitive Intelligence
- Considering Export Markets
- Cross Border IT & ITES
- Developing Trainings to meet the needs of labor markets
- Engaging with Disapora of Trade
- E-Commerce for SMEs: An Introduction for Policy Makers
- Export Finance and Payments

- Financing Trade in Services
- Helping SMEs Generate Export Business
- How to Access International Markets
- Internationalization of Digital Business
- Introduction to Cross Border Contracts
- Introduction to Standards and Sustainability
- Introduction to Business Plan
- Introduction to E-Commerce
- Lean Digital Transformation for Organization
- Setting up Export Marketing Strategy
- Women and Procurement
- Working with Foreign Trade Representatives
- Certificate of Completion for Women's Business Resilience Programme
- Certificate of Completion for 2021 Taiwan-ASEAN Digital Linking E-Commerce Great Leap Forward

Relevant Work Experience

- National Consultant for Plan of Action (PoA) Development of the National Export Strategy for Digital Services and Products
- National Consultant for Implementation of National Export Strategy for Digital Services and Products, Garment Industry and Food Processing Industry Sectors
- CEO of MCC ICT Services Co.Ltd.
 - Strategic business development of the overall group of companies' activities
 - Core duty is in dealing with clients during the business development stage of software development projects underlining the processes

and conducting necessary BPR in alignment with customer requirements and development of software requirement specifications, overseeing of the development process following through to the deployment

- Lead member of the new products development team and the system architecture of all the software products developed and deployed by MCC Group
- Lead member of the e-Procurement Portal system architecture and process flows determination for the development of system requirement specifications
- BPR Team lead and one of the system architects for distributed computing system the development of Prisoner Management Information System (PMIS)
- Development of Requirement Specifications and lead for requirement Specifications and lead for requirement review and sign-off of the Education Management Information System (EMIS) from Ministry of Education System
- Business Process Reengineering Team Lead during the Government Online System (GOS)
- Lead Implement for BPO Projects for Electricity Billing and Collection System & Telenor CAF System
- Joint Secretary of Myanmar Computer Federation
 - Main role is to create awareness, promote and lead the ICT Industry of Myanmar as the federation is formed under the Myanmar Computer Science Development Law
 - Country Coordinator for ASEAN ICT Awards 2021
 - Various assistance and collaboration works were conducted with the MSME Department for digital skills initiatives

- Team Lead for International Trade Center (ITC) initiative for institutional capacity building and developing of the strategy for the Federation
- Member of leadership team for Myanmar Unicode conversion initiative, eGovernment and Digital Economy Initiatives
- Participates as a mentor for Myanmar Young Technopreneurs Development Programme
- Assist in the operation of Kanaung Hub (Incubation and Acceleration Center)
- Lead and participate in International Relations with various organizations such as the US ICT Council (Myanmar), GIZ, FNF, ASOCIO, JICA, KOICA, MIBA etc.
- Lead for the Implementation of the Plan of Actions for Digital Services and Products developed in collaboration with International Trade Center, Myanmar Computer Industry Association and Myanmar Computer Professionals Association
- Member participated in the consultation of the eCommerce Strategy and guidelines establishment
- Foundation Board Member of ICT Training Center Development Foundation funded by the Nikki Foundation
- National coordinator for Affordable for Internet Alliance Coalition(A4AI) for Myanmar
- Secretary of MCCI Institute and main functions are related with the following areas
 - Information System Analysis
 - Professional Issues in IT
 - Information Requirement Analysis
 - IT Planning
 - E-commerce

(2) Mr. Zaw Win Tun

Educational Background

- Bachelor of Science in Mathematics Degree
- Higher Diploma of computer networking (UK)
- Diploma in Business Law
- NIIT(New Delhi, India),Advanced Networking Technology
- Microsoft Certificate of Excellence
- Certificate of Instructors for ITSS/ITEE
- Certificate of Wireless Network Professional
- Certificate of cscu, Network security administrator
- Certificate of Network Defence
- Cisco Routing and Security (APNIC)

Relevant Work experiences

- Expert of Microsoft server
- Executive Committee Member of Myanmar Computer Federation
- Secretary of Myanmar Computer Professionals Association
- Joint Secretary of Myanmar Computer Professionals Association
- Advisor of eGovernment infrastructure committee
- Decision maker of MCPA
- Advisor of Smart Shwedagon Pagoda Project
- Training advisor for Union Civil Service Academy Board of Myanmar
- Member of Human Resources and Capacity Building for government staff
- MCF Member of Information Technology Professionals Examination Council
- Member of eGovernment Infra Architecture Design Committee
- MCF Member of eGovernment Cyber Security

- Member of Innovative and Robotic Technology
- ICT Expert for Asia –Pacific Tele–community under project as follows:
 - APT-J2 PROJECT: Expanding Community ICT Center (CIC) activities to improve rural life in Myanmar
 - APT-Korea project: ICT-Based Agricultural Disaster Forecast and Response Service System
 - APT-Basic Health-Care System for Rural Communities through Mobile Applications
- Expert of VM ware and exchange Server Microsoft
- Expert of Linux Red hat, SUSE, pfSense/ Open source
- Expert of Microsoft SQL Server
- Expert of Wifi Technology, Hotspot solutions, Wireless frequency control, Modulation, Monitoring for site Channel and Spectrum Analyzer
- Expert of VPN hardware and software

(3) Mr. Htay Lin

Educational Background

- Bachelor of Computer Science (B.CSc)
- Master of Computer Science (M.C.Sc)
- Ph.D (Research Cyber Security)
- Dip in Information Technology(UK)
- Dip in Business Management
- Dip in Human Resource Management
- Dip in Intellectual Property Law
- DL 101,,WIPO(Switzerland)
- MBA(CSIS) on going

Relevant experiences

Managing director of Alpha Innovation Group

(4) Mr. Myo Min Oo

Educational Background

- EMBA (Executive Master of Business Administration)
- BE(Electronics)

Work experiences

- Managing director of Discovery Digital Co.,ltd
- Ms. Chit Aein Thu
- Educational Background
- Bachelor of Computer Studies(University of Computer Studies, Yangon)
- Graduate Diploma in System Analysis (National University of Singapore)
- Certificate in ACI-SMU Financial Markets(Singapore Management University)

Work Experiences

- 10 – years of experience in IT system analysis, project management software designing and creating digital platforms, learning Management system and creation of digital contents
- Founder and managing director of a social enterprise CCEducare Myanmar that is leading social projects, digital education projects, designing digital curriculums, content creations, digital literacy trainings in multiple social projects
- Business Development Manager in ACE DATA Systems, Myanmar that worked the project management for IT solutions, Banking projects such core banking, ATM Management system
- Business Analyst in Manulife Insurance, Singapore
- IT analyst in MARINA Express Line, Singapore

(5) Mr. Zaw Min Oo

Educational Background

M.C.Sc (Computer Science)

Work experiences

- General Secretary of Myanmar Computer Federation
- Chief Executive Officer of Myanmar Technology Gateway Co.ltd that provides ICT services

(6) Ms. Pan Ei Phyu

Work experiences

- Member of Myanmar Computer Federation
- Educator and Trainer, Technical Consultant as well as a public speaker on digital transformation and the use of digital payments to accelerate the digital economy.

(7) Ms. Thinzar May Phoo Wai

Educational Background

Bachelor of Engineering (IT)

Master of Business Administration (Research)

Work experiences

- Assistant Director
Training Center, Information Technology and Cyber Security
Department, Ministry of Transport and Communications

She has a lot of experiences that provided trainings in a web development and office application program, trainings regarding IT and digital economy industry.

(8) Ms. May Mi Moe Hlaing

Educational Background

Bachelor of Engineering (EC)

Work experiences

➤ Staff Officer

Training Center, Information Technology and Cyber Security Department, Ministry of Transport and Communications

She has a lot of experiences that provided trainings specialized in Window Server Administration Course, Cyber Security, System Administration and cyber security for SME audiences, trainings regarding IT and digital economy industry.

(9) Mrs. Htoo Htoo Thant Sin

➤ Founder and CEO of Bay Dar & Co. Limited

➤ Managing Director and Principal Consultant of Panelist Business Services

Work experiences

She is also the Founder and Managing Director of Panelist Business Services (Winner of Rewards & Recognition (Silver) at 2018 Myanmar Employers Awards), an award-winning company in Myanmar. She has consulted for HR strategies for various companies, facilitating Human Resources Management Systems (HRMS) for clients in various sectors. She has trained thousands over working professionals, executives, government officials, and graduates in both public and private sectors. In addition to the training of workplace essential skills.

As a Human Resources professional, she specializes in organization development, employee relations, and talent acquisition. Her implementation of HR procedures has been shown to have positively impacted corporate profitability, employee satisfaction, and productivity. She has led numerous HR projects and managed talent acquisition and development for various industries including digitalization for MSMEs, banking and finance, aviation, construction and manufacturing, as well as media outlets.

She also trained more than 100 artisans at rural areas. Her skills as a certified trainer have given her a track record of successfully customizing training materials to match her clients and communities' need. She implemented the Employability Skills Development Programme (ESDP) to train work-ready skills. With the aim to develop local economic and workforce. Htoo also created courses for "How to Set Up Sustainable Handicraft Business", new techniques of handicrafts and trained local artisans across Myanmar.

She has conducted numerous workshops for both public and private sectors and universities across Myanmar. These workshops have educated the populace on the importance of transferable skills, business skills, digital related skills and work readiness in the diverse workforce of her country.