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The Age of Digital Entrepreneurship:



Weddings Package ◀

Fascinating Facts of History You'll Want to Know ◀

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2020: What a year it's been!

Dear Member,

Finally, the end of the year approaches. What's been traditionally a time of the year for travel and vacations overseas has been somewhat hampered this year because of the COVID-19 pandemic that reared its head at the end of last year.

So as 2020 draws to a close, take a moment to pat yourself on the back and congratulate yourself for getting through one of the most tumultuous years in recent memory. Also laugh a little and celebrate a little for the good that has come out of this year.

Even as we went into the year with uncertainty and sadness over some lives and livelihoods lost, let us remember the brave acts of our frontline heroes as well as the everyday heroics of regular people taking simple actions of social distancing and extra sanitisation.

What a year it's been! But as part of our mission here at Berjaya Clubs, it is our job to provide you with a space of rest, recreation and cementing relationships in this sometimes-hectic world we live in. So I invite you to delve into this issue of Berjaya Club Times to be informed and entertained with our features on our beloved country and pertinent club news for your perusal.

In this issue, we open with an article on how the new generation are building businesses fully off the internet, even here in Malaysia. Also with an emphasis on our own nation, we look at how Malaysians are adapting blockchain technology to their homegrown ventures. We also look at the evolving dining habits of Malaysians and must-visit historical places in Pahang. And before you go, you must check out the new and returning events that will be in the 2020 Olympics – which will be held in 2021, one of the very few times in modern history that the Olympics have been postponed.

And finally, as one year closes and another begins, we also have a rite of passage for the very Club Times you hold in your hands. To bring you greater convenience and to respect our planet's resources further, Berjaya Club Times will be delivered to you solely through our brand-new app starting from 2021.

So enjoy your read, keep a look out for our upcoming new app, and I'll see you (with proper social distancing) down at the club!

Yours faithfully,

Khor Poh Waa
Director of Berjaya Clubs



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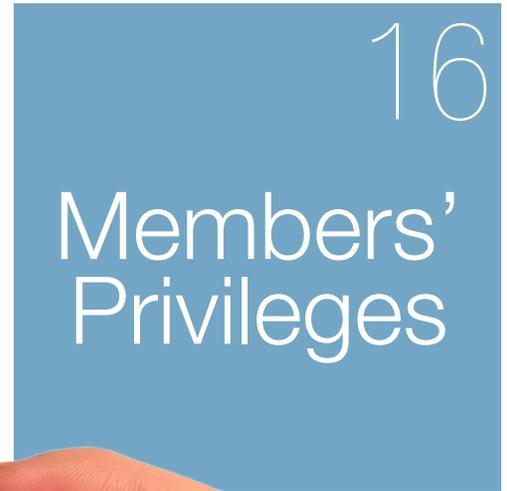
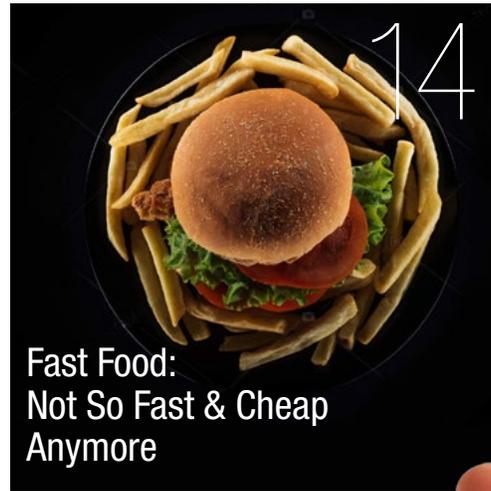
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The Age of Digital Entrepreneurship

You Tube

The world has changed significantly during the past few decades and perhaps the biggest innovation has been the growth and rise of the internet. In the past, people would use TV commercials and radio ads to find products and services in which they were interested. Now, everyone's first step is to turn to the internet for help. As a result, digital marketing has become the backbone of most advertising campaigns for businesses. Furthermore, the internet has given everyone the ability to run a successful business from the

computer. This has given rise to something known as the age of digital entrepreneurship and it is taking over Malaysia. One of the most important parts of digital entrepreneurship is YouTube.

The Growth of YouTube and Digital Entrepreneurship in Malaysia

The digital economy has grown by leaps and bounds during the past few years. Many people believe that ecommerce sales and revenue are poised to surpass the revenue that is generated

by brick and mortar stores. As a result, digital entrepreneurship and YouTube are playing a larger and larger role in the global economy, including Malaysia.

Those who want to explore creativity and innovation should embrace YouTube and play a leading role in the Malaysian economy. As the digital economy of Malaysia continues to expand, it is possible for resourceful entrepreneurs to open up new opportunities and explore the possible directions of Malaysia's digital economy.



Furthermore, it is important to note that Malaysia is embracing the shift and disruption that has been created by digital entrepreneurship and YouTube. The digital era has changed the way most people live their everyday lives. People can pay their bills online, meet people online, and even have goods delivered right to their front door. In this manner, it is impacting not only the tools that people use but also how people make a living. Many people work from home, which is a marked shift when compared t

The Rise of Digital Entrepreneurs: YouTube

The growth of the digital economy as a whole, as well as YouTube, has reduced the barrier to entry

that would otherwise be present. Now, digital entrepreneurs are getting younger and younger. Many teenagers have enjoyed a tremendous amount of success on platforms such as YouTube.

When showcasing YouTube as an online shopping platform, it is important to note that there are several ways that creative digital young entrepreneurs can leverage this platform to make money. These include:

- YouTube as an Online Shopping Platform: Many people can use links that are placed in YouTube videos as well as in the descriptions to purchase products and enrol in services
- YouTube entrepreneurs also leverage something called affiliate marketing, which is where they make a commission

on the sales of other brands' products and services when they pitch them to their audiences

- YouTube Live sales broadcasts, which are live streams that seek to raise money from sales demonstrations of products such as gadgets of fashion
- Influencer marketing on YouTube, which is where lifestyle live streamers get paid to promote various products and services

Malaysia Moves the Blockchain Beyond Cryptocurrency

Now, Malaysia is pushing the envelope of blockchain technology beyond cryptocurrency. Some of the biggest examples of how blockchain technology can be used outside of bitcoin and other digital currencies include:

- Money transferring and payment processing applications
- Monitoring operations and supply chains throughout the region
- Handling retail loyalty rewards and spending programs
- Identifying and verifying various types of digital IDs
- Handling data distribution, security, and sharing among various parties
- Handling title transfers of cars, houses, and other major goods

These are just a few of the many ways that blockchain technology can be used in Malaysia. We have already seen inroads in cross-border funds transfers supported

by the Ripple blockchain, dramatically increasing the speed of international transfers while drastically reducing their cost.

The Future of Malaysia and the Growth of Blockchain Technology

In order for businesses to remain competitive in the modern era, they need to embrace everything that digital technology, such as the blockchain, has to offer. Some of the top companies in Malaysia

that are leading the way with blockchain technology include the Blockchain App Factory, Adoriosoft, and Blaize. These companies are helping to move the industry forward, ensuring that businesses in Malaysia have access to the latest advancements in blockchain. It will be interesting to see what happens next in this exciting and rapidly growing field.



Fascinating History

5 Fascinating Historical Sites You'll Want to Know in Pahang

Pahang is one of the top sites to visit in all of Malaysia. People flock to Pahang from all over the world to take in the sights. With so much to see, what are some of the locations that cannot be missed in this gorgeous location? Here are the Top 5 sights that everyone should see when they visit the Pahang state.





1

Taman Negara National Park, Pahang

Taman Negara National Park is a sprawling landscape that encompasses a tropical rainforest that is said to be more than 130 million years old. The main entry point is Kuala Tahan and is a base for the nearby canopy walkway. The park also features treks through the jungle and expansive river trips. Along the way, visitors should expect to see tigers, macaques, and even enormous flowers, such as the Rafflesia plant. Be sure to travel to the top of Gunung Tahan for some of the top views this park has to offer!



2

Pahang Limestone Caves

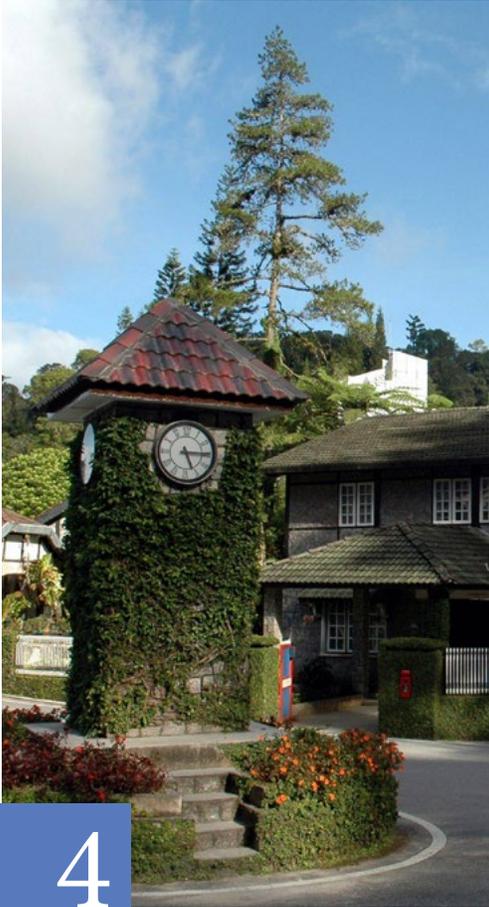
The Pahang Limestone Caves feature some of the most unique sights in the world. There are guided tours that are available, the Sungai Pandan Waterfall, and even a great local swimming spot! Climb the steps to see the Gua Terang Bulan cave all lit up as well!



3

Kuala Gandah Elephant Sanctuary

The elephant sanctuary is a place that everyone must visit. With the opportunity to see some of the rarest species in the world, and even ride an elephant, there are awesome views and exhibits that everyone should take in. Take the chance to see elephants in their natural habitat! The Sanctuary is a haven of conservation, education and close-up experiences with real, live pachyderms.



4

Fraser Hill

Fraser Hill is a gorgeous colonial-era resort destination that is situated among the mountains of Pahang. Located just two hours away from Kuala Lumpur, this is a beautiful location that features migrating birds, a highland rainforest, and the Jeriau Waterfall! Think about getting a paddleboat for the local lake! Fraser Hill is a cool, idyllic and tranquil retreat from the hustle and bustle of everyday life.



5

Cameron Highlands

Cameron Highlands is another one of the top places to visit in Pahang. It is known for its sprawling tea plantations, which are an important part of the local economy, as well as its beautiful jungle trails. There are even strawberry farms that feature hydroponics that deserve a visit from everyone. For a low flat fee, you can pick your own juicy, sweet strawberries!

The Fascinating History of the Pahang State

These are just a few of the many amazing sights that people who come to the Pahang area should visit. Be sure to include these locations on the itinerary and learn about everything this amazing location has to offer!



New & Returning Games in the Summer Olympics 2020



Even though the COVID-19 pandemic forced the postponement of the Tokyo Olympic Games from the Summer of 2020 to the Summer of 2021, athletes are still hard at work preparing for the Games and the public is filled with a sense of anticipation that has only been heightened since the build-up. Tokyo first hosted the Olympic games in 1964, shortly after its economic recovery following the end of World War II, and will be the first city in Asia to host the Summer Olympic Games twice. In addition to the classic sports that are always crowd favourites such as swimming, gymnastics, and beach volleyball, there are new sports that will be added to the program as well as the return of some old favourites.

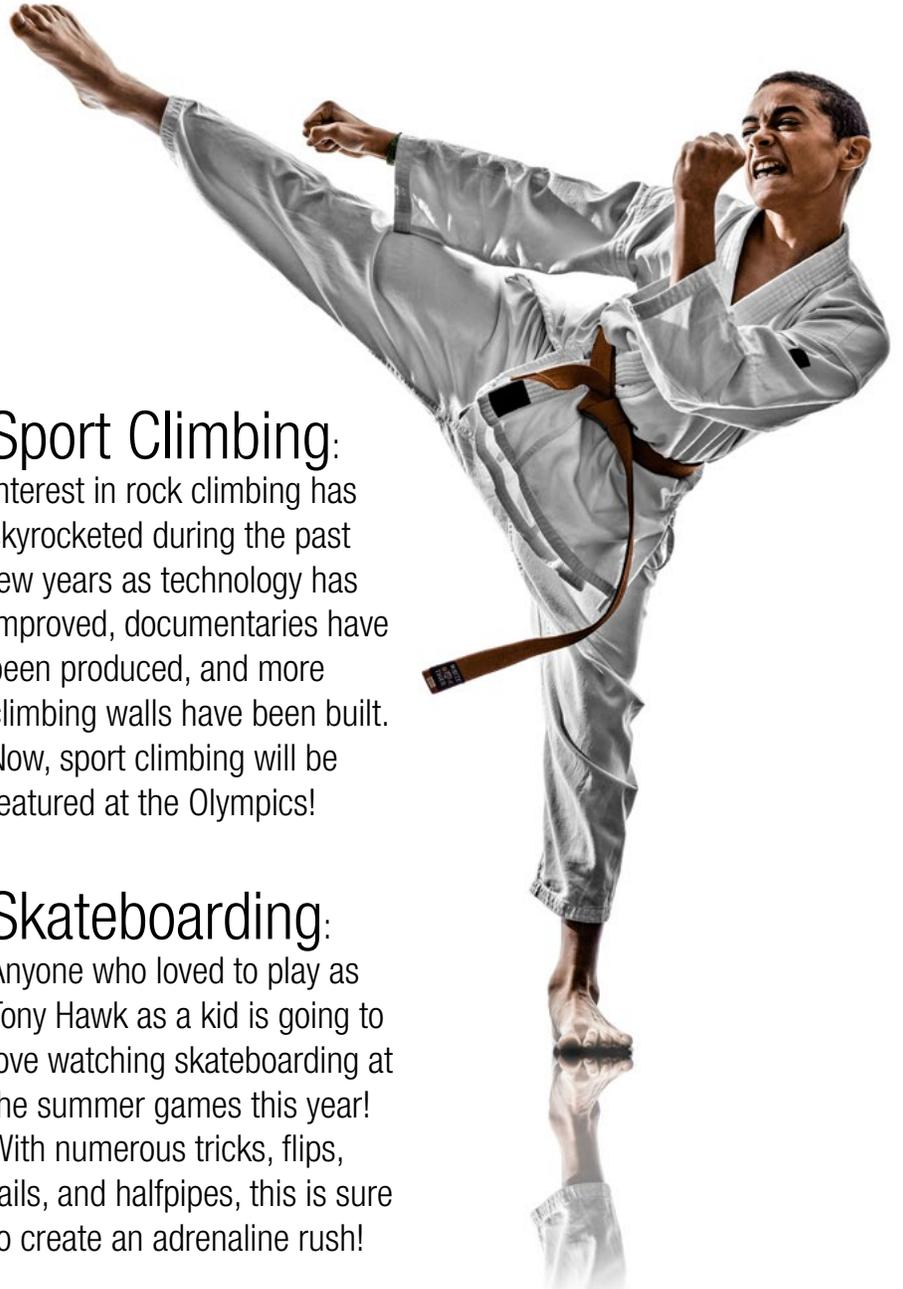
New Sports Added to the Summer Olympic Games

The International Olympic Committee has approved three new sports for the Summer Games. These include:

- **Karate:** Everyone loves watching martial arts in movies and the competitions that take place in real life are incredibly exciting; however, they are rarely televised. Now, karate is coming to the Summer Olympics for the whole world to see!

- **Sport Climbing:** Interest in rock climbing has skyrocketed during the past few years as technology has improved, documentaries have been produced, and more climbing walls have been built. Now, sport climbing will be featured at the Olympics!

- **Skateboarding:** Anyone who loved to play as Tony Hawk as a kid is going to love watching skateboarding at the summer games this year! With numerous tricks, flips, rails, and halfpipes, this is sure to create an adrenaline rush!



The Return of Old Sports to the Summer Games

Finally, some old favourites will also be returning to the Summer Olympics. These include:

- **Baseball:** Baseball was removed from the Olympic slate due to the Summer Games interfering with the schedule of America's Major League Baseball (MLB). Now, baseball is returning to the Olympics, and given its massive popularity in Japan as well as across the world, everyone is excited!



- **Softball:** Its counterpart, softball, will also be returning to the Olympics this summer. Providing a new opportunity for everyone to take in some team sports, this is sure to be a close competition!

The Summer Games are right around the corner and everyone is excited to see how they unfold! With an extra year to prepare, the athletes should be at their best! Can you contain the excitement? Don't wait – head on down to your favourite club and have your own Games in a responsible manner!

Fast Food: Not So Fast & Cheap Anymore

Both residents and visitors alike know that Malaysia has a vibrant food culture. People travel from all over the world to taste the incredible variety of delicious dishes that Malaysia features. This includes everything from five-star dining to fast food. At the same time, dining stereotyping has become a major issue in Malaysia and

there are new genres of food that are starting to pop up through Malaysia in 2020. This has given rise to new ways of eating and a number of important dining trends that have been embraced by the local public. On the other hand, this is also having an impact on the fast-food industry in Malaysia.

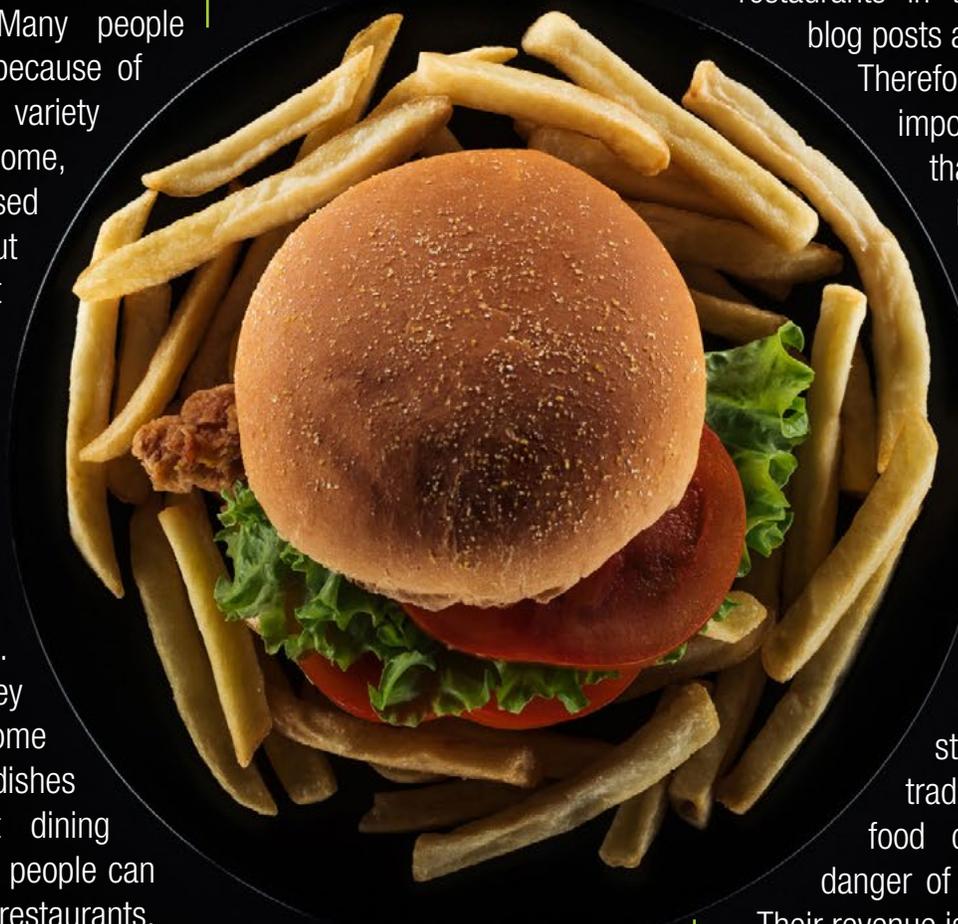


Popular Dining Trends in Malaysia in 2020

There are several popular dining trends that have developed in Malaysia in 2020. These include:

- There are new branches of restaurants that are opening up everywhere. Many people prefer to eat out because of convenience and variety instead of cook at home, which has increased demand throughout the restaurant industry, leading to new branches.
- In some cases, local restaurants are also adopting fast-food culture. As a result, they are offering some of the same dishes and convenient dining experiences that people can find at fast-food restaurants.
- Furthermore, with the development of meal delivery services, many people are able to have food delivered to their doors more quickly than they could find by going out to eat at a fast-food restaurant.

This has had an impact on local fast-food restaurants, forcing some of them to adapt or face the risk of going out of business.



The Impacts of New Dining Trends on Fast-Food in Malaysia

Because of the advent of meal delivery services as well as fast-food dishes being placed on the menu at local restaurants, this has changed the average dining experience.

Fast-food is not so fast, and not so cheap, anymore. Because people's expectations have changed, some of the most-loved fast-food chains are starting to close down. For example, many netizens in Malaysia loudly mourned the closing of Wendy's restaurants in the country in blog posts and tweets.

Therefore, it is important to note that the shifts in the dining culture in Malaysia have had an impact on the fast-food industry. As people's dining habits and expectations start to shift, traditional fast-food chains are in danger of being left out.

Their revenue is suffering, and they might be forced to close. It remains to be seen if the public will continue to flock to these fan-favourite fast-food chains; it seems that a shift is taking place in the local dining culture.

Do you still frequent fast-food restaurants? How have your dining habits changed especially during the MCO and RMC0?

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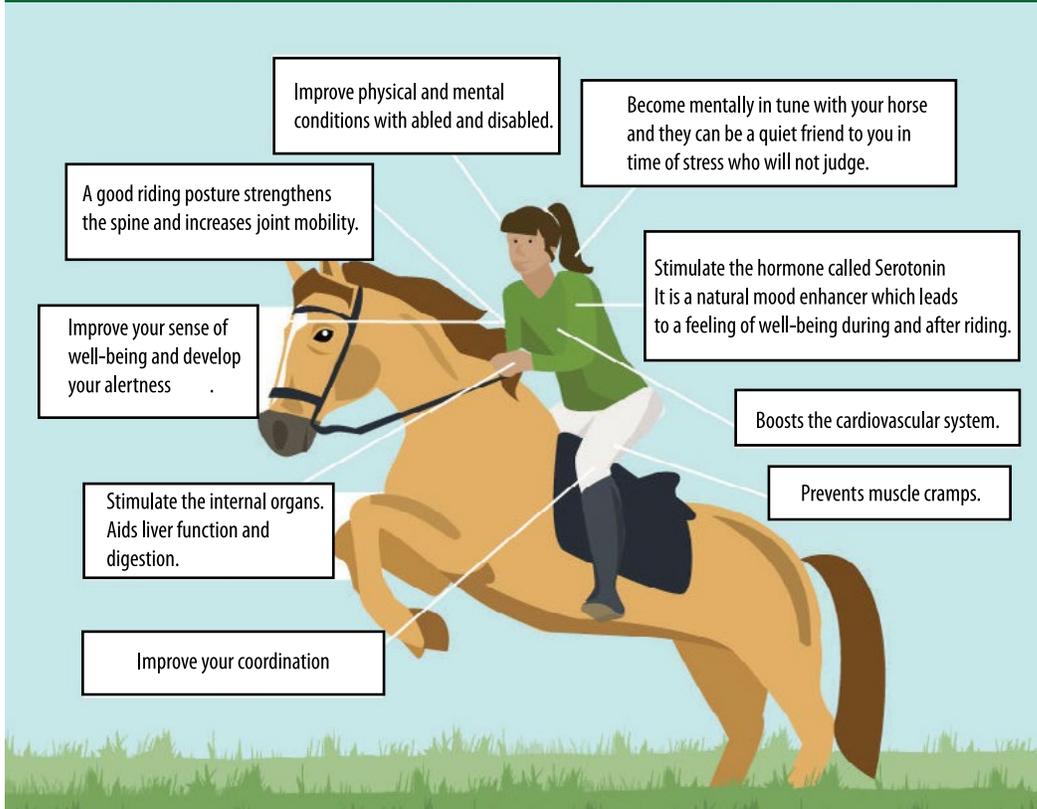


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Christmas
&
Happy New Year

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ANNOUNCEMENT

We're Going Digital in 2021

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Look out for our announcements to download your Berjaya Clubs app and experience a new world of earth-friendly convenience and club information at your fingertips!





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