



# MASTERCLASS SOCIAL COMMERCE MICRO CONNECTOR 2.0





# EXECUTIVE SUMMARY

- Established in 1992
- Media & Entertainment
- Award Winning & “Multifaceted”
- Content Publishing Services
- Digital Media Assets
- Social Media Influencers
- E-Commerce Platform

# SERVICES

## Integrated Solutions

### BRANDED CONTENT

- Feature Film
- OTT Features
- Premium Series
- Webisodes
- Music Videos
- Animation

### PRODUCTION SERVICES

- Branded Content
- Live Stream
- Video Commercial
- Theme Song
- Jingle
- Info graphics

### DIGITAL ADVERTISING

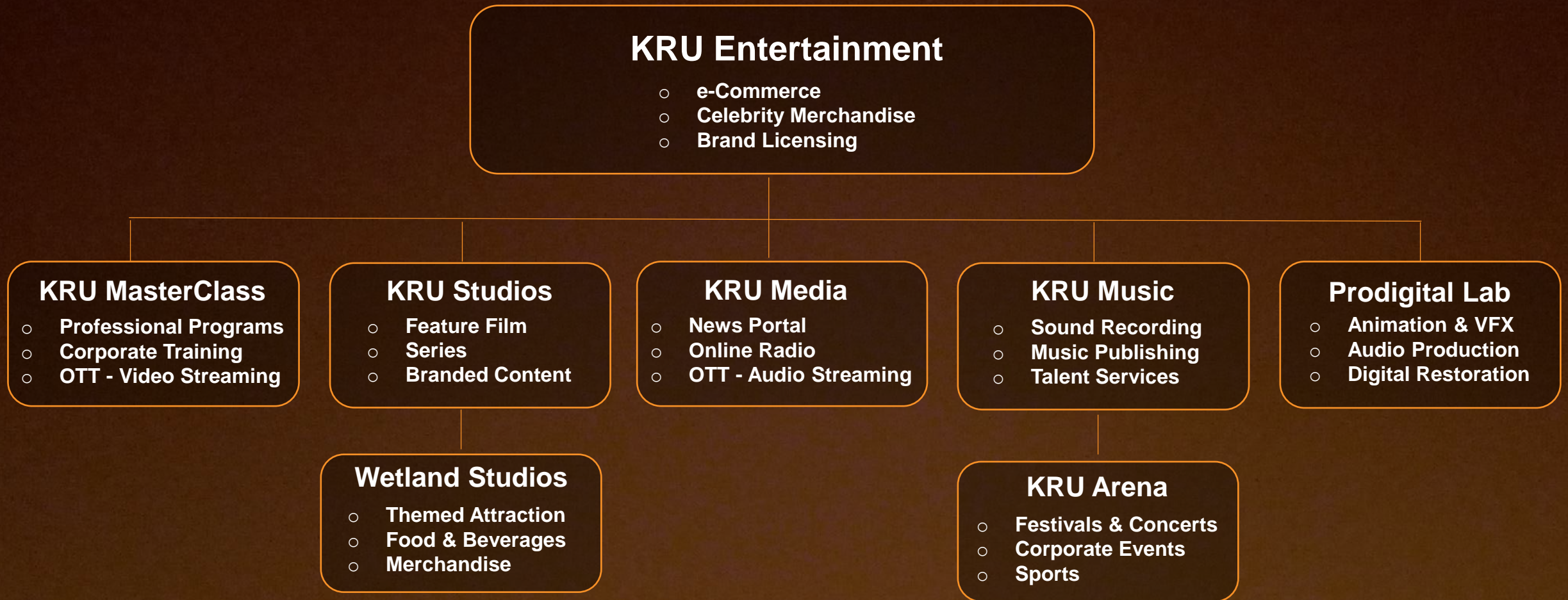
- Brand Consultancy
- Media Plan & Buy
- Influencer
- Marketing
- Video Ad
- Banner Ad
- Advertorial

### OTHERS

- E-Commerce
- Training
- Event
- Management
- Merchandising



# KRU GROUP OF COMPANIES





# ABOUT US

- KRU Academy (KRU) was launched in on the 4<sup>th</sup> June 2012.
- Focusing on TVET Diploma and Certificate programs certified by the Ministry of Education and Department of Skills Development, KRU has evolved into a premier training institution in Malaysia focusing on skills based training programs related to the Digital Economy and the Creative Industry.
- On the 25<sup>th</sup> October 2021, KRU Academy changed its name to KRU MasterClass not only as a branding strategy, but also offering modern technology solutions, cost effective and practical learning experience based on hybrid of online and physical training for entrepreneurs, working professionals and fresh graduates.
- Our vision is to offer a diversified range of life-long learning programs with professional certifications to enlarge the talent pool of highly skilled professionals in Malaysia; and the Southeast Asian region.





# CORPORATE DETAILS

**Company Name** KRU MasterClass Sdn Bhd

**Registration Number** 199701022319 (473816-D)

**Registered Address** KRU HQ, Level 6, Tower 5  
Sky Park @ Cyberjaya  
Jalan Teknokrat 1, Cyberjaya  
Selangor, Malaysia

**Authorized Capital** RM 5,000,000.00

**Paid Up Capital** RM 4,260,000.00





# IN NUMBERS

CELEBRITY SPEAKER

12



INDUSTRY TRAINERS

26



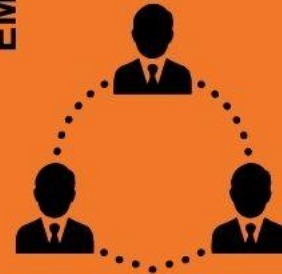
CLIENTS SERVED

21



EMPLOYERS

96



MODULES

61



TRAINEES

1620







# PRESIDENT & CEO

“The digital economy is ignited by creativity and innovation. Let the young creative minds materialize our vision of shared prosperity and build a better nation.”

Dato' Norman Abdul Halim



# OBJECTIVES

- Support the digitalization of businesses to capture opportunities in the Digital Economy; capitalizing on the Creative Industry
- Skill, Up-Skill and Re-Skill workforce to constantly be ready for technological and business environment changes
- Reduce HLI-graduate unemployment rate by training and mentoring job creators
- Boost the local economy in major cities and towns in Malaysia to avoid youths' domestic migration to the Klang Valley







# METHODOLOGY

- Interactive Learning
- Production Based Education
- Benchmarking & Case Studies
- Industry's Best Practice & Software Technique
- Industry Icon Experience Sharing
- Downloadable Resources
- Hybrid of Online Tutorial & In Person Training



# PROGRAMS

- Our up-skilling and re-skilling programs are designed by industry professionals to produce industry-ready skilled entrepreneurs and workforce related to the Creative Industry and the Digital Economy.
- We adopt a practical training approach aligned with current developments and best practices in the industry, globally.
- Apart from experienced trainers, industry professionals are also invited to be in our panel trainers to ensure that the learning outcomes continue to be relevant to the market demands.





# SOCIAL COMMERCE

The popularity of social media platforms amongst consumers coupled with the convenience of online shopping has created a perfect ecosystem for business to thrive in the digital economy. Social Commerce highlights changes in entrepreneurial practice, theory, and education and it includes everything that is new and different about entrepreneurship in a digital world, including:

- New ways of finding customers for entrepreneurial ventures.
- New ways of designing and offering products, and services.
- New ways of generating revenue, and reducing cost.
- New opportunities to collaborate with platforms and partners.
- New sources of opportunity, risk, and competitive advantage





# COURSE OBJECTIVES

- On a practical level, the tools learned opens up new possibilities for anyone thinking of becoming an entrepreneur.
- These basic skills include finding new customers online, conceptualizing new business ideas, and enhancing existing ideas based on current information.
- Beyond learning new practical skills, Social Commerce is also about new ways of thinking about assessing opportunities, and more importantly enabling one to take control of one's own destiny.





# PROGRAM DETAIL

Program Level : Beginner

Certifications : KRU MasterClass

Modules : Social Media Marketing

Branding

Live Stream Production

Public Persona

Graphic Design

Video Editing

Duration : Hybrid Learning (20 days)





# PROGRAM MODULES

6 modules — 30 topics — 20 days of studying. All classes are held live with the opportunity for trainees to ask questions.

## SOCIAL MEDIA MARKETING

- Developing a Social Media Strategy
- Content Strategy for Social Media
- Social Media Advertising
- Facebook Monetization
- Instagram Monetization
- Youtube Monetization
- TikTok Monetization

## LIVE STREAM

- Stream tools and interface
- Planning stream topic, style, theme and concept
- Streaming software and platform

## BRANDING

- Elements of Branding
- Types of Branding
- Personal Branding
- Product Branding
- Corporate Branding
- Branding Equity: Measuring Brand Strength

## PUBLIC PERSONA

- Developing the whole person
- Establish presence and credibility
- Practice the art of powerful communication
- Emotional intelligence

## VIDEO EDITING

- Introduce to tools and interface
- Script and timing development
- Workflow Planning
- Basic techniques for motion
- Perform rendering

## GRAPHIC DESIGN

- Introduce to tools and interface
- Design elements and principles
- Basic techniques for illustrate
- Implement typography design
- The design-production process



# LEARNING OUTCOMES



Upon completion of this program, trainees will be able to :-

- Set up social media business account
- Develop public persona
- Determine brand position
- Plan marketing strategy
- Create content for social media



## TYPE OF COURSE

Technical



## LEVEL OF CERTIFICATION

Beginner Level



## TARGET GROUP

High potential Micro Enterprises



## SKILL AREA

- Business Development
- Content Marketing
- Marketing Strategy
- Graphic Design
- Video Editing
- Live Streaming



## LEARNING ACTIVITIES

- Lecture
- Demonstration
- Production Based Learning
- Case Studies



# FACILITIES

KRU MasterClass courses are project-based and are conducted in a simulated workplace environment. Apart from mastering the application of software for specialized skills, we aspire to sharpen the creative minds of our trainees and achieve the highest level of discipline expected of a true professional and entrepreneur.

We provide physical facilities including fully equipped studios for :

- Virtual Desktop Infrastructure
- Live Stream Production
- Performing Arts
- Audio Recording
- Incubator





# GUIDANCE & MONITORING



Brand  
Performance



Social Media  
Performance



Content  
Performance



Sales  
Performance

# BOOM!

Boom! is Malaysia's integrated entertainment portal featuring exclusive and hottest stories of local, regional and international celebrities.

Our content is presented in Video, Audio and Textual formats on various digital platforms; including website, social media and online radio through Astro Radio's Syok app.

Commencing August 2022, Boom! shall organize a series of 2-day carnival named as "Boom! Fiesta" at selected higher learning institutions in-conjunction with their respective convocation ceremony.

The logo for Jurnal Malaysia features a stylized white radio wave icon to the left of the word "Jurnal" in a large, bold, white sans-serif font. Below "Jurnal", the word "MALAYSIA" is written in a smaller, white, spaced-out sans-serif font.

**Jurnal**  
M A L A Y S I A

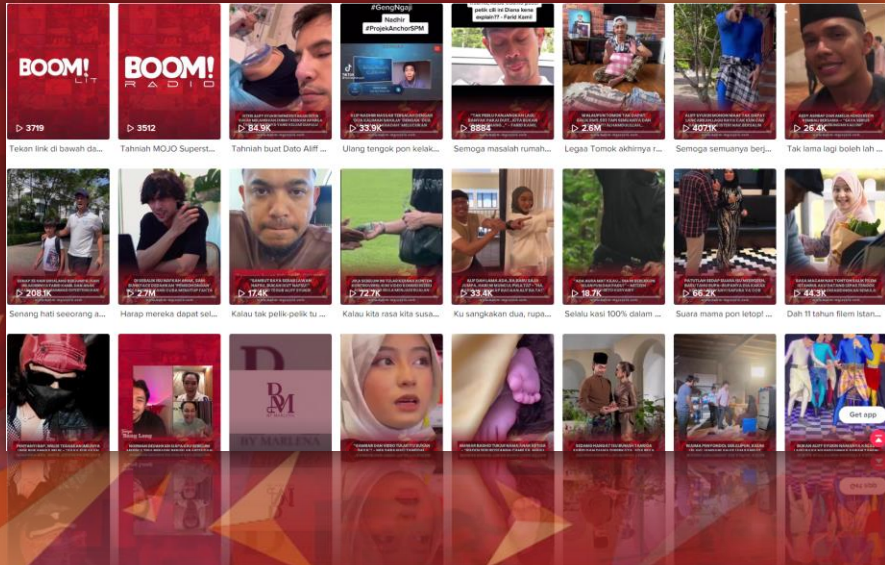
KRU Media Sdn Bhd (KRU) is a digital media company providing a total solution for advertising, branded content production, influencer marketing, public relations, and event management.

KRU is the publisher of Jurnal, a current affairs portal covering national and international news of interest to Malaysians. Our content is presented in video, audio, and textual formats on various digital platforms, such as website and social media.

We envision playing an integral role in organisations' media strategy by leveraging our media platform and social media influencers cohesively to meet our client's branding and communications objectives.



# BOOM!



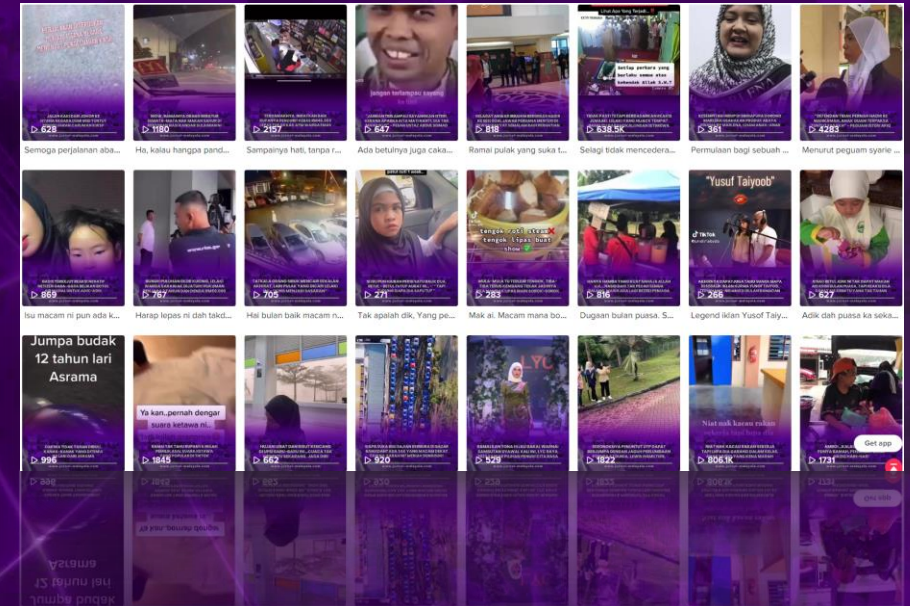
 67,579 Followers


 190,307 Followers

 29,965 Followers


 135 Followers

# Journal MALAYSIA



 3,680 Followers

 12,800 Followers

 389 Followers

 658 Followers



# TARGET AUDIENCE

## BOOM! urnal

MALAYSIA

### Primary

- Fresh Graduates & HLI Students
- Male & Female
- Malay & English Speaking
- Age between 18 to 25 years old

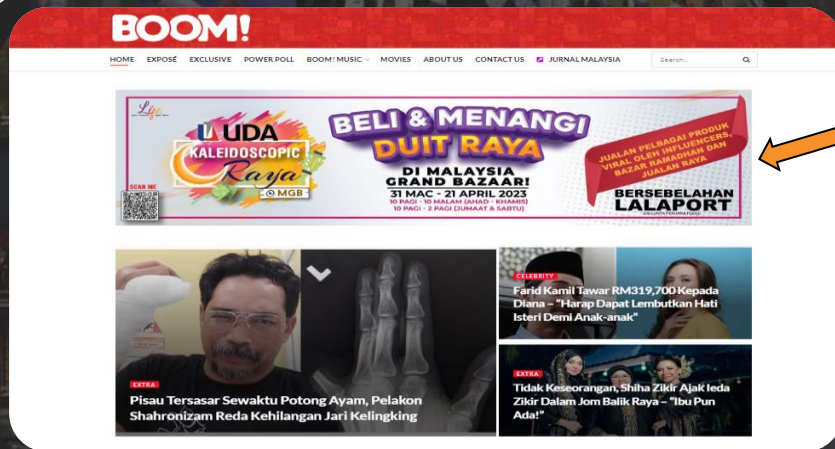
### Secondary

- Parents of Graduates & HLI Students
- PMEBs and Homemakers
- Male & Female
- Malay & English Speaking
- Age between 45 to 60 years old

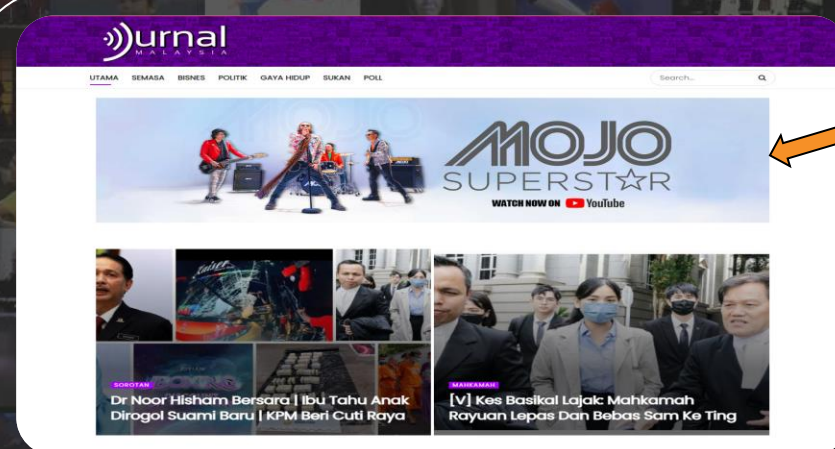




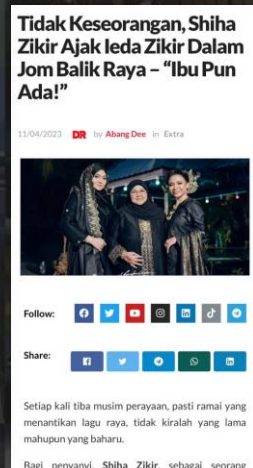
# MEDIA PACKAGE



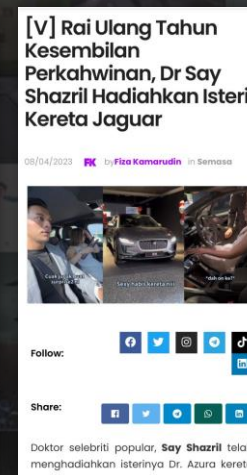
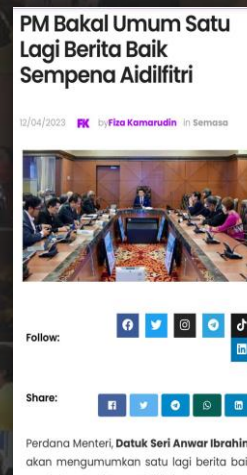
1 - Sidebar Banner Ad on Boom!



1 - Sidebar Banner Ad on Jurnal



1 - Advertorial on Boom!



1 - Advertorial on Jurnal



# ELIGIBILITY

- Micro Enterprises with high potential with annual sales between RM150,000 and RM300,000 per year
- Businesses registered with the Company Act 1965 or 2016 / Business Registration (1956) / Limited Liability Partnership Act 2012 / Business, Profession, & Trade Licensing Ordinance (Only for Sabah and Sarawak) / Registered with any professional organization recognized by law.
- At least 60% of the equity owned by Malaysian citizens
- Audited Financial Statement / Management Account or Form eB, eP from the Lembaga Hasil Dalam Negeri for at least 1 year (latest)
- Micro Enterprises involved in high impact industries such as the following area encouraged to participate:
  - ✓ Food & Beverages
  - ✓ Beauty Products
  - ✓ Fashion & Accessories
  - ✓ Health & Lifestyle
  - ✓ Halal Industry
  - ✓ Tourism
  - ✓ Oil & Gas
  - ✓ Biomass / Biotechnology
  - ✓ Smart Farming
  - ✓ Aerospace
  - ✓ Electricity & Electronics
  - ✓ Medical Device





# SUPPORTING DOCUMENTS

- Complete company's application form
- Certificate / Form of the Company Act 1965 or 2016 / Business Registration (1956) / Limited Liability Partnership Act 2012 / Business, Profession, & Trade Licensing Ordinance (Only for Sabah and Sarawak) / or any proof of registration from professional organization recognized by law.
- Audited Financial Statement / Management Account or Form eB, eP from the Lembaga Hasil Dalam Negeri for at least 1 year (latest)
- MSME Status Certificate / Proof of application MSME Status

# CERTIFICATION



## KRU MASTERCLASS CERTIFICATE OF COMPLETION



# ACCREDITATION



## HRD CORP

HRD Corp is responsible for driving Malaysia's talent development aspirations through the collection of levy from employers and the funding of training and development programmes for the Malaysian workforce.



## CERTIPORT

Certiport, a Pearson VUE business, was established in 1997 and is now the leading provider of certification exam development, delivery, and program management services. Certiport exams are delivered through an expansive network of over 14,000 Certiport Authorized Testing Centers worldwide.



## JPK

The Department of Skills Development is an agency under the Ministry of Human Resources for co-ordination and control of training skills for Malaysian citizens. It researches and develops standards to evaluate job expertise and competency.



# SUCCESS STORIES





# GALLERY





# GALLERY





# THANK YOU

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