

eTIJARI

INSPIRING MILLENNIAL ENTREPRENEURS



The Silk Route: A Dynamic Cross Border Trading

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The Silk Route was not a single road, but a sprawling trading network linking China with West Asia. It was the essential conveyance route linking ancient China with Western Europe for over 14,000 miles. On foot, a single trip would take more than a year. It served as conduit between Asia and Europe and a lifeline for the economic growth and political and military activities of the communities it nourished. The chief artery of the Silk Route was Central Asia, spanning all of the major urban centres of the region – Nishapur, Tabriz, Ghazna, Merv, Sarakhs, Termez, Bukhara, Samarkand, Chach, Urgench, Istijab, Taraz, Utrar, Balasaghun, Kayalik, Almalik, Akhsikath and Kashghar. Each of them was a confluence of several minor roads that linked the main highway with provinces and regions, mountain valleys and the Steppes.

The Silk Route was the terrestrial complement of the Indian Ocean maritime civilization and collectively, they bound the cultures and destinies of the peoples from East Africa to China, spreading religions such as Buddhism and Islam, as well as the products of material civilizations and their peoples. Groups of merchants and ancillary professionals such as hoteliers settled along Silk Route roads to meet human needs. Traders travelled in convoys, carrying supplies on pack beasts or carts. To host the caravans, starting about the early first century BCE during the reign of the Han Emperor Wudi (d. 87 BCE), caravan towns began to flourish along the trunk roads of the Silk Road. The larger the towns were, the more the additional food and fodder they could generate to deliver through caravan merchants and camels. In return, the caravan trade passing across these regions signified earnings for their hosts. The sanctuaries became convoy cities, relying on the Silk Road business for their wealth, trading gleaming ceramics, bronzes, mirrors, paper, silverware, glassware, livestock and much else.

There was also a substantial exchange of people. An endless movement of Buddhist pilgrims from China and other regions travelled to and from India; in turn, Buddhist preachers toured from India to the distant regions of Central Asia. A document found in Merv comprises extracts from various Buddhist works compiled by a Buddhist missionary from Gilgit for his own use. Chinese traders also carried their goods and a range of books far to the West – remnants of such events have been noticed in the northern Caucasus. The Silk Route thus served for the movement not only of goods but also of ideas and the preachers of Buddhism, Christianity and Islam. Christian Turkic tribes were joined by Muslim counterparts in later centuries and adherents of both religions continued the intermittent wars of the Steppes alongside Buddhist and shaman counterparts in this complex and syncretic milieu.

The coming of Islam mainly emanated from Persia from the mid-seventh century onwards, at the hands of Muslim merchants and Sufi preachers. The fundamental precepts, values and guidelines laid down in the Qur'an were adopted during this phase by Central Asian communities. The period of the greatest influence of Islam on Central Asian people was from the ninth to the twelfth centuries. The faith was widely accepted by both the sedentary and the nomadic hordes of the Steppes. Initial purges of idolatrous practices were recalled in classical Islamic histories, such as the destruction of the idols of Samarqand by early Arab conquerors, but the long-term development of Islam in the region was characterized mainly by Sufi preachers who had affinity with local Buddhist traditions and respect for Persian literary culture, given a fillip by the adoption of Islam by Persian elites such as the Samanids, who disseminated Persian translations of the Qur'an. The synergy of Islam and local peoples along the Silk Route in Central Asia led to a great flowering of Islamic and world civilization in centres of learning such as Samarqand, Bukhara and Merv, making inestimable contributions to Islam itself with scholars such as Imam Bukhari and Imam Muslim.

Biz Quote

Great things in
business are never
done by one person.
They're done by a
team of people.

-STEVE JOBS-

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POINTS TO PONDER



Connecting with Customers through Emotional Branding

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<https://telugurequidy.blogspot.com>

Emotional branding is a strategy for businesses to connect with their customers on a personal level, by using an emotional connection. It is related to the satisfaction of psychological factors, beyond mere functional needs.

Have you watched a commercial where you think it is talking directly to you? Have you seen the Milo advert? It will indeed leave a mark in your heart because it intentionally targets your emotions. This can be seen in highlighting the connection between a mother and her kids; how much the mother loves and cares for her kids, always wanting the best for them and making sure they have lots of energy to start their day. That way, you will be reminded of how that makes you feel and you will always remember their product.

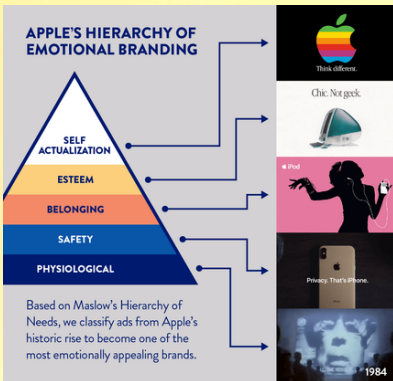
Studies have shown that people may forget the specifics of a brand, such as the various fonts or pictures of the product, but they remember the feelings evoked by the brand (Kim & Sullivan, 2019). Emotional branding may create attachment between customers and brands that continues for a long time and drives loyalty. When customers are satisfied with the quality of a product, that's good. However, when they are emotionally connected to a product, they become more valuable to that brand by 52%. It has been discovered that TV advertisements that induce an emotional response are three times more likely to result in purchase intentions. Adverts which appeal to customers' emotions have been found to generate profit twice more than adverts with rational elements.

HOW TO CREATE EMOTIONAL BRANDING?

Inspire Engagement

Build a relationship with your clients and partners. Engaging with your customers makes them feel more personally connected to your brand and elicits more emotional reactions. Start engaging your customers more by connecting with influencers, sharing and responding to the user-generated content on social media, and replying to reviews and comments to make lasting connections.

<https://leverap.com/blog/emotional-branding/>
What is Emotional Branding and How to Use it Effectively



Leveraging Maslow's Hierarchy of Needs

Maslow's Hierarchy of Needs theory classifies emotional motivation through humans' biological and social needs. Humans need to fulfil their physiological needs (food, shelter, air, water) before they can work their way up the pyramid to meet their emotional needs: esteem (respect, status, strength) and self-actualization. The world's most recognizable brands have been so successful at captivating large populations and applying principles of human nature. Notice how Ford associates hard work with their car ownership in their advertisement, appealing to the customers' esteem need. Panadol takes care of their customers' physiological needs by being the most trusted pain reliever.

Inspire the Consumer

When you see the expression "Because you're worth it", which product comes to your mind? L'Oreal not only satisfies women's beauty needs, they also inspire women to celebrate their worth. Companies that live to inspire, mostly have loyal consumers.

Mamasab Cake is another company which inspires women - they do not only sell delicious homemade cakes with fresh ingredients, they also offer baking classes and opportunities to open a small business for their clients. They feature the inspirational testimonials of women who take the chance to learn and gain skills from their company and turn themselves into business owners.

Emotional branding shows that you care, and your products or services are the extensions of that care. How do you plan to create the emotional brand for your product?

Reference

Kim, Y. K., & Sullivan, P. (2019). Emotional branding speaks to consumers' heart: The case of fashion brands. *Fashion and Textiles*, 6(1), 1-16.



Mamasab Bakery Malaysia @mamasab.bakeryPJ



KENT. eTIJARI SUCCESS STORY

Fuelling Passion in Baking

ALIF AMIRUL AHMAD
Founder @ammost.cookies



Ammost.Cookies was established in 2020, close to when pandemic Covid-19 started in Malaysia. All I can say is, this was a new beginning for me and even though there have been so many hardships along the journey with this adventure, I have enjoyed every story of my success! Ammost.Cookies is a local brand that produces freshly baked homemade cookies and cakes by a normal guy who really loves to bake! It may sound different from other guys, but through this business I have expanded and developed my entrepreneurship skills like no other. Moreover, after enrolling in a course in my final semester which exposed me to entrepreneurship, it helped me to become more confident in conducting a business.

Let me tell you this: Behind everyone's achievement, there are always the "secret recipes" to be successful. The most significant aspect that really matters is your PASSION. For me, from passion you can always develop your strengths and motivation which will lead you to your path and that is the main key to success in business.

Here are some short and simple tips for future entrepreneurs: do your homework and do some research on trends and marketing strategies, make sure you know your product and have a clear picture about product knowledge. Lastly, do not aim for how much profit you can gain, but aim for consistency and enjoy the process! I started by selling chocolate chip cookies. Now I have more than three products on the menu ready to land in your shopping cart! My cookies are signature recipes: Chocolate Chip Crunchy, Ovaltine Cookies, my favourite the Double Dark Cookies and the hot and fast selling, Brownies Cookies. Not to forget our quarantine edition, the Qua'tine Cakebatik. From selling through Instagram, I have realized the importance of digital entrepreneurship that can boost everyone's business! I run Ammost Cookies on Shopee platform which is really helpful and an easy way to sell products.



“
Let me tell you this: Behind everyone's achievement, there are always the "secret recipes" to be successful.
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After our first anniversary early this year, I managed to hire a freelance creative designer to rebrand my business logo to enhance a fresh start for 2021. Through Ammost, which has become a well-known brand, I wish to inspire more and more guys out there to enhance their talents and get involved in digital entrepreneurship. I hope Ammost can be one of the best homemade products in which one can own mass production and build a good team to fly further together!



BIZ TIPS

What happens when you show up consistently on Instagram



Strengthen relationships



Increase followers



Gain trust from customers



Know your customers more






More leads



You are always on top of your customers' mind



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