



Institute for Management and
Business Research (IMBre)

Universiti Utara Malaysia

TC191-1

NORMA BAHARU, KAEDAH PEMASARAN BAHARU, JOM DIGITAL!



Wan Hussain Wan Ishak, Fadhilah Mat Yamin, Siti Zakiah Abu Bakar

This case was written by Wan Hussain Wan Ishak, Fadhilah Mat Yamin and Siti Zakiah Abu Bakar, Universiti Utara Malaysia. It is intended to be used as the basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation.

Disclaimer. This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision making. The author/s may have disguised names, financial and other recognizable information to protect confidentiality.

Institute for Management and Business Research (IMBre)
Universiti Utara Malaysia

Tel : +604 – 928 7607/7608/7609 | Fax: +604 – 928 7611

<http://www.imbre.uum.edu.my>

Pengenalan

Tanggal 15 Nov 2020, Azali masih lagi berada di pejabatnya. Jam dinding menunjukkan 6.30 petang. Azali tidak putus memikirkan kelangsungan Syarikat Ajwa Synergy Enterprise (SASE) sambil melayari Internet. Kekunci seperti "Perniagaan di norma baharu" dan juga "teknologi pemasaran digital" diinputkan ke enjin gelintar. "Wow..." Azali agak terkejut apabila melihat paparan hasil carian di enjin gelintar. Azali merasa begitu teruja. Begitu banyak sekali hasil carian di enjin gelintar yang menunjukkan penggunaan teknologi dalam perniagaan di norma baharu. Satu persatu dilihat dan dibaca oleh Azali.

Rajah 1 dan Rajah 2 di bawah adalah antara hasil carian yang di buka oleh Azali.



Rajah 1: Hasil paparan di enjin gelintar



Rajah 2: Hasil paparan di enjin gelintar

-Contact us, to get full version -

Please click: <https://forms.gle/gN2HrVaYcx2hBxSu8> to proceed

Thank you.

* Rate: RM 10.00 (Full case with teaching note – for instructor only)
RM 5.00 (Full case only – for student)

For further enquiry, please feel free to contact us:

- **04-928 7605 / 7609 (CDR Secretariat)**
- cdr@uum.edu.my