

*“The profession is **Architecture**,
the business is **Entrepreneurship**”*

Dato’ Ar. Nafisah Radin

The success of an Architecture Business is Entrepreneurship

*”Entrepreneurship to take any idea, product or services, and have the **skill set, will and courage to take extreme risk** to do whatever it takes to turn that concept into reality and not only bring it to the market, but make it a viable product / **service that the market needs.***

MJ Gottlieb

Background

1986 to 1992 - **Architect** , JKR Headquarters

1993 to 1999 - **Partner** , Veritas Architects Penang

Current - **Principal**, NR Architect
& NR Interior Design

- **Independent Director**,
PNB Development Sdn. Bhd. &
Pelaburan Hartanah Nasional Bhd

Criteria and Objectives for Success in the Architectural Business

1. Outcome versus Performance Goal
2. Service Management
3. Sales
4. Financial Management
5. Cost Management
6. Marketing and Visibility

1. Outcome versus Performance Goal

Outcome Goals

Objectives to be met on an on-going basis or targets to hit during specific time period
eg. 10% increase in sales & production rate or reducing debt.

Performance Goal

Strategies/Tactics to adopt to reach the outcome goals. Eg. Collecting receivable faster, improving employees training and reducing expense

Outcome versus Performance Goal

- My strategies

- yearly analysis of firm's performance
- set new strategies and actions required for sustainability and growth of firm
- staff awareness eg. on economic situation
- get staff feedbacks and buy in

2.0 Service Management

A key success factor in architecture business is :-

- selling the service with a **unique benefit** that the **client wants** and cannot get elsewhere, and
- **delivering quality services** to ensure that the client will return.

Service Management - My take



- Commitment to Integrity & Professionalism
- Conduct **market research** on the clients and the competition
- Continuously **analyse the service** and relevance
- Create a **brand and differentiation** from competitors to attract clients.

The Team



Branding - NR's Tagline



*"We design buildings
that stand the test of time"*

Dato' Ar. Nafisah Radin DIMP
B.Arch Hons (Nottingham, England)
Principal



**The National Woman Entrepreneur
Award**
- Entrepreneur Extraordinaire Award



**Ernst & Young Woman Entrepreneur
Of The Year Malaysia**

*" We Design Buildings
that Stand the Test of Time "*

Branding: Entrepreneurship Awards



NAWEM Woman Entrepreneur 2004



Ernst & Young Woman Entrepreneur 2006



Women of Excellence 2014

Branding : Award Winning Projects



The Diamond Building for The Energy Commission

Branding : Panel and Board Members in Corporate Body



3.0 Sales



Sales from the services are livelihood of the business

The considerations for maximum success are :-

- i. Identify **gross sales numbers**,
- ii. Set objectives for **repeat, referrals and attracting new clients.**
- iii. **opening new territories,**
- iv. **taking market share from competitors and**
- v. **creating barriers to entry for new competitors**

Sales : Design Competitions



Proposed Min. of Arts, Culture and Tourism, Putrajaya



Proposed Impiana Hotel, Putrajaya



**Proposed Commercial Shopping,
Office & Hotel Development at KLCC**

Sales : Networking thru' golf



Sales : Network thru' NGO's & at Conferences



4.0 Financial Management



Even with a great service, the business can still fail if you don't manage your finance properly.

Sound financial management requires :-

- an annual master budget,
- regular budget variance analysis
- ongoing cash-flow reports
- a current balance sheet for the business
- receivables aging report
- debt management plan.

Financial Management



– my strategy

- Regular interaction with accountant
- Run the business on overdraft facilities
- Optimise on high credit rating
- Excess income invested to earn passive income and capital gain
- financial target is to generate income for monthly expenditure plus to cover loans on investments.

5. Cost Management

Never ending objective for the business is to keep production and overhead cost under control

- Creating and monitoring budget
- Evaluate cost-control options
- Work with tax planners to help reduce payroll and income taxes

6.0 Marketing and Visibility

*Just because you build the business ,
it doesn't mean the clients will come.*

- Ongoing objective of business is to **keep the services in the minds of clients.**
- Requires an effective mix of **public relations, marketing and social media campaigns.**

Visibility - Talks



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Visibility – Judging for Awards



- “Women Weekly Great Women of Our Time”
- “Prestige Top 40 Under 40 Entrepreneur Award”
- Fiabci Award for Green Building

Visibility : Media



'NONA' Dec '05



Berita Harian Oct '06



Prestige Feb '07



'NONA' Mac '09



Jelita '10



Madam Chair '13



Pillar Sep '14



Women's Weekly '16

Visibility : Recognition by Media

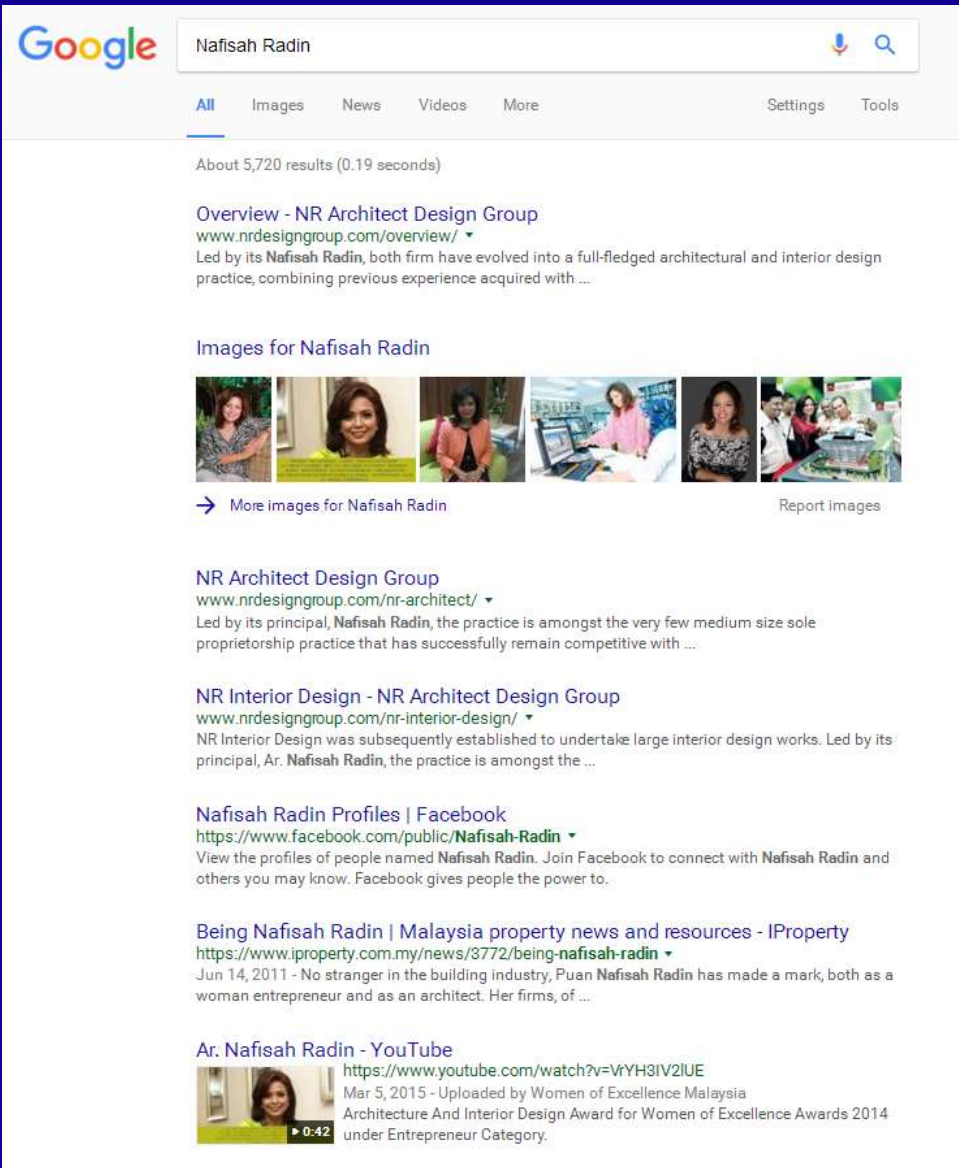


**Anugerah Ibu Cemerlang
NONA 2009**



**Women's Weekly Great Women
of Our Time Award 2007**

Visibility : Internet and TV



Google search results for Nafisah Radin. The search bar shows "Nafisah Radin" and the results page displays "About 5,720 results (0.19 seconds)". The first result is "Overview - NR Architect Design Group" with the URL www.nrdesigngroup.com/overview/. Below this is a section "Images for Nafisah Radin" with a grid of six small images and a "More images for Nafisah Radin" link. Further down are links to "NR Architect Design Group", "NR Interior Design - NR Architect Design Group", "Nafisah Radin Profiles | Facebook", and "Being Nafisah Radin | Malaysia property news and resources - IProperty". At the bottom is a "Ar. Nafisah Radin - YouTube" link with a video thumbnail and a 0:42 duration.



Current Economic Climate



– My strategy

Gearing up to be operationally ready to mobilise for the next economic upturn

- Upgrade of **dataserver, hardware and software**
- Develop **BIM capability**
- Involved in **PFI and proposals** with existing clients
- **Renovation of the office** for good working environment
- **Attracting and employing** the best in the market
- Focus on **branding and visibility**
- **Personal business coaching** with International Coaches

Coaching



New Office Fit - Out



Quality time with family & for myself



Joy and Tribulation - my take



- **Gain recognition for achievements**
- **Inspire others to achieve their dreams**
- **Be a role model**
- **Give back to society**
- **Be someone my children can be proud**