

# THE WOMEN LEAD

IN THE  
DIGITAL  
ECONOMY

The Integration of Technology into Women's Businesses in  
Cambodia, Singapore, Malaysia and Myanmar

# CONTENT

---

<b>06</b>	<b>H.E Mam Dathalineth</b> CEO, Campure Company	<b>30</b>	<b>Mrs. Nut Samphois</b> CEO, LSV Company
<b>10</b>	<b>H.E Koung Sorita</b> CEO, Ocean Technology Company	<b>34</b>	<b>Mrs. Ry Thany</b> Founder, Norea Angkor Handicrafts
<b>14</b>	<b>Mrs. Clais Chenda</b> President, the Cambodia Hotel Association	<b>38</b>	<b>Mrs. Neav Neary Panhchak Pisey</b> Co-Founder, All Dream Cambodia Company
<b>18</b>	<b>Mrs. Cham Krasna</b> CEO, Soma Group Company	<b>42</b>	<b>Mrs. Chen Sopheap</b> Founder, Keiy Tambanh Khmer
<b>22</b>	<b>Mrs. Meas Sophie</b> Co-founder, ShopRunBack Company	<b>46</b>	<b>Mrs. Chea Sokheak</b> CEO, Sorya Center Point and Ratanak Plaza Supermarket
<b>26</b>	<b>Mrs. Khy Muny</b> Managing Director and Co-Founder, Amru Rice (Cambodia) Company	<b>50</b>	<b>Mrs. Chev Sokhun</b> Founder and CEO, KAT Appraisal Company

© Copyright 2020

## Woomentum, Cambodia

House No 6, Street 36, Khan Por Senchey, Phnom Penh, Kingdom of Cambodia

**Telephone:** +855 12 671 367

**Email:** touchsocheata2011@yahoo.com

**Website:** <http://woomentum.com>

**Facebook:** [www.facebook.com/Woomentum](http://www.facebook.com/Woomentum)



woomentum

---

**54 Mrs. Touch SreySophea**  
Founder, Vego Salad Bar Restaurant

**58 Ms. Yuy Sophanith**  
CEO, NA Brimex Company

**62 Ms. Thaung Thyda**  
Founder, Thaung Enterprise

**66 Mrs. Sang Meta**  
CEO, Smart Dealer Enterprise

**70 Mrs. Phirum Dyphan**  
Founder and CEO, Mobile Health Care Company

**74 Mrs. Neang Sovanna**  
Entrepreneurs, Author Influencer

**78 Ms. Mean Sonyta**  
Founder, Slanh House and a Cambodian actress

**82 Mrs. Se Chandy**  
Founder, Sdach Aong-kor Shop (Rice's King)

**86 Ms. Tan Yet Mee**  
Founder, Maypreen Company  
*Malaysia*

**90 Mrs. Agnes Hugot**  
Co-founder, Fast Track Trade Company  
*Singapore*

**94 Mrs. Lao Jenny**  
Founder, SEIN LAN LWIN PYIN  
*Myanmar*

## Disclaimer

The designated contributions do not necessarily reflect the opinions and views of the editorial team, woomentum and the French Embassy. Hence, assumptions made in the articles are not reflective of any other entity other than the author (s) – and, since we are critically-thinking human beings, these views are always subject to change, revision and rethinking.



# FOREWORD

When he got elected in 2017 as the President of the French Republic, Mr. Emmanuel Macron, decided that gender equality would be a “great national cause” of his mandate. This priority was included in France’s international strategy for equality between women and men (2018-2022).

As the first female Ambassador of France ever appointed to Cambodia, it is all the more natural that I commit myself to supporting women’s empowerment.

In the course of the projects I carried out in this perspective, I got to meet the ladies behind Womentum: driven, passionate, wanting to make a change and support other ladies.

I strongly feel that we need more female role models that we can relate to, who can inspire younger generations. It is important to show younger generations that it is possible to be a woman and to have a career, to have a career and to have a family life. We need more role models to which the younger generations can identify themselves and turn to for support.

We live in an era in which the world is changing as far as gender equality is concerned.

We also live in a world deeply transformed by new technologies. It is a huge opportunity for women as new technologies do not discriminate between women and men, new technologies offer women more access, more access to information, to networks, to enhanced visibility. Women have to embrace new technologies. However they might have more difficulties accessing or using new technologies. Women are also very often, too often, underrepresented in the higher education sectors devoted to STEM (science, technology, engineering and mathematics) and in the “Tech” professions.

I am convinced that shedding light on the stories and testimonies of women who have chosen the new technologies in Cambodia and in ASEAN countries, who have



**H.E Eva Nguyen Binh**  
*Ambassador of France to Cambodia*



paved new ways, might help not to draw a fatalistic conclusion on gender inequalities, and will inspire young Cambodians.

I hope that this publication can give young generations the image of an open and connected world in which gender equality is no longer a faraway goal but a reality.



# FOREWORD

First of all, I am very much grateful and would like to acknowledge the strong and continuous support from my parents. Without them, this project would not have been possible. My mother did not have the chance to go to school during and after the Khmer Rouge era. However, she did not waver in her belief that education can bring a bright future for her kids. Without hesitation, she cut off some of her personal expenses and worked extra hours to send us to school. My father is my role model when it comes to gender equality. He always treats us fairly and equally motivates us to pursue higher education.

I would also like to acknowledge the unwavering support of my eldest sister-Socheata Touch- who empowered me and has been my source of inspiration since I was 10 years old. From that time until now, she pushes and motivates me to become a strong woman leader.

We are now in the Digital Era where technology reigns. There are some people who think that technology will take away their jobs and opportunities. Technology, in fact, is here to support us and is a tool that human beings can use to make their jobs easier and more productive.

The main reason for sharing the stories of “23 Women in Business and Technology” is to show that all of us, especially women, can harness technology to become more successful and productive members of our society.

Last but not least, I would like to say thanks to my young and talented team, Ms. Meas Likun, Ms. Hai Putheaneth, Mrs. Puth Monita, Ms. Teng Lyleakhena, Mr. Jose Rodriguez T. Senase, Ms. Prak Chanry and Mr. Robert E. Flinn.



**Ms. Phauk PauvRachana**  
*Vice President of Woomentum Cambodia*



“  
Leaders should have either high or low technology skills. More importantly, they are able to lead and inspire their subordinate

# H.E Mam Dathalineth

CEO, Campure Company

## 1. Could your excellency give a brief introduction of yourself?

I was born in a family where my father was a medical doctor and my mother was a physician's assistant. I have two sisters and a brother. I, my sisters, and my brother have followed my parent's career path. I graduated with my Bachelor of Science from the University of Health Science in 1998 and then worked in the province for a short period of time. Afterwards, I moved back to town and worked at a private company for about five years. I left Cambodia in 2001 to pursue another Bachelor of Science in Hospitality and Tourism in the United States and continued to study in Switzerland to become a certified Event Planner. Soon after I graduated, I went straight to getting my Master's Degree in the US. After graduating with my MBA in 2008, I worked in the retail, fashion and apparel industry in the US for few years.

I came back to Cambodia in 2012 and started teaching at the University of Cambodia and joined DKSH company as a Fashion & Apparel Manager. I was honored to be invited by H.R.H Prince Norodom Sirivudh to be his advisor ranked Undersecretary of State at the Cambodia Constitutional Council. At the same time, I also decided to start my own business (Campure Company) by partnering with a Korean firm to import Water Purifier Products to Cambodia. In 2018, after the National Election I was appointed by the Minister of the Minister Information, H.E Khieu Kantharith, as an Advisor ranked Undersecretary of State to the Ministry of Information.

Since I believe in the Philosophy of gaining and giving, I volunteered with the Asean Youth Leaders Association (AYLA Cambodia) as the Director of the Board, the Asian Youth Community (AYC Singapore) as a Political Advisor, and as a Board Member of the Cambodian Women Entrepreneur Association (CWEA).

## 2. Please, excellency define success in your own way? Where do you find yourself now - in terms of success?

My definition of success is to achieve my dream and accomplish my mission. I used to have a dream that one day I could do something by myself to help not just me but also families as a whole, and of course to be able to help the community or the less privileged.

First, by looking back to what I have dreamed of and what I have achieved, my return from the US to Cambodia was one of the biggest challenges of my life. Not only my mom, but my friends, and my employers asked me the same question, "Why did I come back?". My answer to them, without any doubts, was to make my dream become a reality. There were many career opportunities that I could have but I decided to be a teacher at a university to fulfill part of my dream. I strongly believe if we want our country developed, we must invest in education and build great human capital. Second, the reason I run a business by myself, is to increase the employment rate. The company that I am running now is not big; however, at least I can provide jobs to 30 people. This







small contribution may not be that much but comparing to other Companies that are of the same size as mine, my contribution to employment would definitely be countable. Third, helping the community is part of my mission.

**3. What do excellency think about today's technology? How does technology help to boost your business to an advanced level? Why?**

Nowadays, technology creates important effects on business operations. It does not matter the size of my company, technology has both tangible and intangible benefits that will help me to make money and produce the results for the demands of my customers. Technological infrastructure affects the culture, efficiency, and relationships of a business. It also affects the security of confidential information and trade advantages. In addition, technology affects a company's ability to communicate with both internal and external customers. In a business environment, it is necessary for employees to interact with customers as quickly as possible. Websites or Facebook pages allow customers to find answers to their questions within few hours. Fast shipment options allow businesses to move products over a large geographic area. When customers use technology to interact with a Company, the business benefits because better communication has been created between the company and its customers.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Could excellency give us some examples?**

There is no denying the fact that technology is important to any kind of business. The quality of service will either enhance or degrade customer loyalty to our brand and our business. The business that proves to be responsive to customer questions, complaints, or other needs can gain a clear competitive advantage. In particular, the products that my company imports are all machinery and equipment that will be used to support daily life. By providing the best quality products we have to think about all aspects in terms of the latest models, the latest technology, and be sure they are user-friendly. For operations, I am still using the comprehensive services of Google Cloud and Google Calendar and they are very helpful. Since

we have hundreds of accounts and our business model is rental and installment plan Google Calendar helps us to alert customers on time in terms of payment as well as scheduling services. In addition, since the number of customers keeps increasing, the last couple of years we did everything manually such as using Excel to record all information and all documents are done on paper and we keep them in the storeroom, But now, to maintain our high standard of service quality, we have upgraded the system to maintain customer profiles and manage our Customer Relation Management. By doing so it is easier to store information, to save some cost of storing documents, and to avoid losing those data as well.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

Normally we still use common systems such as Outlook Express email, Gmail, Google Cloud, and other business apps to communicate with each other. Email, for sure, cannot be avoided because we can keep track of all of our official communication. In addition, for daily communication, we always use an app such as Telegram, Line, and WhatsApp to communicate. We are using Purchase Order System to control our inventory so that the Sales and Stock department can check the availability of products easily. However, for the accounting system, we are outsourcing in order to avoid overloading our accountant.

**6. What is your leadership style? How do excellency manage a business that uses technology?**

In terms of leadership style, it does not require me to be an expert in technology but at least I have to be able to understand it enough for it to be beneficial when making decisions from a technology point of view. However, if we talk about leadership style, it does not matter if one possesses high technology or low technology skills, more importantly leaders should maintain some qualifications in order to lead and inspire their subordinates. For me, one thing I keep in mind is that I am working with people. So, understanding people is a plus. Not one style will fit all. Thus, I always use different approaches when dealing with my staff. In addition, providing two ways of communication is a must. I don't want to have a barrier in the company due to the lack of information

or communication. Furthermore, we have to understand that to run the company, we need both: Financial Capital and Human Capital. Therefore, if we treat our people fairly, they will help our company grow. As Mr. Bill Marriott, the founder of Marriott International said, “Take care of your employees, employees will take care of your customers, and your customers will take care of your profit.” I have always used this idea as a mantra to lead my own team.

**7. What do excellency think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

The role of women in business is increasing significantly. In the old era, people tend to give less value to women. The women were left behind because of the concept that women must only take care of families and the kitchen. Nowadays, the view on women has changed. Presently, women play an important role in business as well as in technology. There are so many technology companies today run by women. Even though in our country the development of technology or the use of high technology is still limited, it does not really create a big constraint. The concept of E-Commerce has become widespread in our city. People now are very creative and understand much more about the advantages of technology. For instance, selling online (Facebook) is one of the elements of technology in the digital age and it is now very popular, and most online sellers are women. Online selling has played an important role in helping women start their own business without leaving their home. These online businesses help produce income to support their families; for YouTubers, the trend of earning money via YouTube is also starting to increase noticeably. There are different channels on YouTube that have been established and many of the founders of these channels also receive an income from ads posted on them.

**8. What are the advantages and disadvantages of doing business using technology?**


There are always advantages and disadvantages of doing business by using technology. But the point is if we can have more advantages to mitigate the disadvantages that would be great. If we talk about advantages, technology can help us a lot with things

such as productivity, time management, security, and more. In addition, the role of technology in business is not new, but it is expanding. For this reason, most employees expect their employers to provide them with the latest and greatest technology which will, in turn, help them be successful in fulfilling their job responsibilities. It is hard to compete against businesses that fully employ technology advancements when our own business is lagging in technology. However, the cost of technology is high and some technology requires one to have proper training. If we are dealing with customers, we have to make sure of the kind of technology that will be used with them and that they are ready to utilize this kind of technology.

**9. As a business owner, how do excellency prepare yourself to take advantage of technology?**

As a businessperson, having a clear vision is a must. But having a clear vision is not enough; the business owner must be able to understand the trends of technology. If we understand the trends, it will help us to know how we can take advantage of high technology to be beneficial to the company and to make a smooth transition with the changes. For this reason, being proactive is required. We have to look at all aspects including HR, Accounting, Supply Chain Management, Sales and Marketing, and more.

**10. Any suggestions or advice for other women who want to start their business?**

The looming ASEAN integration and the fact that our country is an emerging market provide us a lot of opportunities to do business. For this reason, my piece of advice is to try to keep yourselves educated about technology by joining workshops or short training courses. Please keep in mind that most problems are hidden opportunity and doing business is to fulfill the customers' needs and wants. In addition, if you look at the population of Cambodia, there is a huge percentage of young people who are younger than 40 years old; plus the trend of E-commerce is increasing significantly. Therefore, if you think about business, please think about demand and your targeted customers. Most importantly, when it comes to the decision of doing business, please start with a small business plan. One saying states, “Doing business without a plan means you are planning to fail.” 

“

A person who lives without a dream is like a person who is walking alone without directions

# H.E KOUNG Sorita

CEO, Ocean Technology  
Company

## 1. Could your excellency please introduce yourself?

My name is Kong Sorita, a woman entrepreneur and mother of two. Regarding my educational background, I have a bachelor's degree in International Relations. After seven years of experience in business, I found that the knowledge that I acquired from my bachelor's degree did not apply in the workplace because when we go into business we need to think about management and entrepreneurship issues. Therefore, I pursued a master's degree in Business Management. For my business experience, I officially started my company, Ocean Technology,

in 2010, and I was the first person to bring Telematic technology, known as GPS, into the Cambodian market. Reflecting back to 10 years ago, telematics technology was something new to Cambodia but I saw it as an opportunity due to the potential of technology, especially GPS, for future market needs.

I and my partners recently setup two primary schools - Bluebird British International School and Edukidz Nursery School - which focus on quality education in soft skills and knowledge that gives young learners the right foundation for future growth. For me, technology and education are what Cambodia needs for future development. Education is something I love, and I want to continue learning more, even with my busy schedule as a mother and business owner. So, my plan is to register for online courses in order to enrich my knowledge and understanding. Because of my love of volunteering and sharing knowledge, besides owning my own business, I created B-YooH (Be Your Own Hero), a volunteer youth group dedicated to sharing experiences and empowering young women on leadership and soft skills through workshops and short courses. In addition, over the years, I have been involved in much social work, mentoring, and have served as a guest speaker at a youth forum to guide tens of thousands of young people.

## 2. How do excellency define success? Where do excellency find yourself now - in terms of success?

In terms of success, I do not dare to say that I am successful, however, I now see myself at a point in life that I am satisfied with and accept. I keep doing what I do because I believe success is often not stable, and failure does not last forever, meaning that if we want to be successful, we need to maintain stability and consistency. The same is true about failure if we constantly strive to improve we will rise from our failure. Every day as a good citizen, I do many things that help society and fulfill my dreams, such as writing a book which is my childhood dream. For my first book, with the title of Leading Ladies, it is about building personal capacity and building business to optimize our lives. Success as a mother is to raise a child as good as other children, it is a part of happiness we can





accomplish for our family, our business, and our society because we have done things that benefit society and not cause negative effects on the environment and people around us. This is a part of life success for every entrepreneur.

**3. What do excellency think about today's technology? How does technology help to boost your business to an advanced level? Why?**

If we compare the understanding of technology between now and 10 years ago, we see that it is quite different. Looking back to 4 to 5 years ago, not many people knew GPS, so I determined to spend five years to promote ourselves. So, we needed to invest our resources in promoting our branding, but the problem with tech business is that the market, as well as the consumer, requires time to accept and adopt. The point is whether or not we actually use the right technology to solve and respond to problems. For example, with my own experience, while I was pregnant with my first child, I saw that women work like men too, but during their pregnancy they couldn't have a choice of what to wear? Because of the Internet, at that time I did online research on foreign clothing brands that could be imported to the local market, so I decided to bring one of the well-known international brands of maternity clothes Spring, to sell in the Cambodian market. As such, technology really play a vital role in delivering information and production efficiency for individual research and national social development, and especially my Spring business at the time.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

For business, we need to communicate with foreign companies, it requires us to use communication technology such as email or Telegram, and Skype for an urgent meeting with overseas teams. Obviously, our school system also uses technology to apply in the study curriculum of students, despite their limitation of technology understanding. We have recently collaborated with our partners to design a program that encourages kids to code and create robots (robotics) to inspire them to think critically through robotics design. It's just a

starting point. Currently, we also focus on creating science and ICT rooms with the latest technology facilities for children to learn to develop their brains and knowledge. Today, even parents can access the school's website to see the progress of their children without being required to take the time to call asking the school directly for information about their children's education.

**5. What is the technology excellency use to communicate, control and manage your staff and operation to increase production?**

For official communication, we use email because if a problem arises, we can refer back to the reference mail again to figure out the root causes. For the communication with our partners, we are flexible based on their context and preference by using different platforms like WeChat with Chinese partners, Line with Thai partners, WhatsApp with Singaporean partners. Because we use more technology, we save out of time. We know that time is valuable, so we can make use of it to the maximum for our good intention. When I'm not in my country, I also have a conference call over Skype, but in the case of a conference call, we should also consider whether we have an urgent need to make a call or not. Our work is never hindered when we have the technology. The important thing is to get the job done faster. And for my management, I also use technology to know if the staff come to work regularly or not, I use fingerprint technology for staff management. I use an accounting management system to manage revenue through Mobile / iBanking as well.

**6. What is your leadership style? How do excellency manage a business that uses technology?**

I do not take on the role of a manager every day, because we already have a section manager. I only take the lead to see if our management team is moving in the right direction. But in order to do that, we need to properly structure our policies and regulations and put them in place for each manager then they know their roles clearly. If the manager does not know their role and the policies of the company precisely, we will be very busy to handle issue and the staff at the lower level will find things very difficult. Business is like building

a family, it needs the support of the team to make things work. If we have many business, we can't look at all of the business at the same time, we need competent and trusted people to manage the entire process respectively.

**7. What do excellency think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

I have been married since 2010 and after about five months of marriage, I decided to start a business. From the beginning, I had no desire to do business at all because of my young age and because of my lack of information about doing a business. In fact, my family did not have a business background; my father is a civil servant and my mother is a housewife. So, when it came to making a decision about starting a business, my parents were not really supportive. Back then, only my husband supported me in running the business because he saw my leadership ability to manage a business, so he encouraged me to start my business. At present, the Ministry of Women's Affairs has created many policies to promote women and their involvement in technology. In colleges, the majority of female students choose to study Administration, Accounting, and Marketing, all of which they consider to be office skills. But now, both local government and global agencies are enhancing the digital innovation knowledge because it provides enabling environment for business. Women need to adapt with the technological modernization and utilize it for the benefit of ourselves, our businesses, and our nation. Women should not think that the technology job is for men, they should start collecting information related technology and creating new initiatives that others may think impossible.

**8. What are the advantages and disadvantages of doing business using technology?**


Technology has many advantages, such as time management. Currently, we cannot work effectively without technology. And we can also save the environment. For example, we can locate a great deal of information digitally on our phones or tablets, without wasting papers. This helps the

environment and saves time and money too. Technology makes life very convenient and can make people lazy. As a leader, we need to find solutions to encourage employees to work hard. Some employees use social media to express their feelings about the work environment. With this information, we can take action to find solutions for them.

**9. As a business owner, how do excellency prepare yourself to take advantage of technology?**

I can see good benefits of technology. Even though my first business is focusing on technology, I still want to set up more business related technology. Now I'm looking at the smart parking concept which is already being used in other countries, but not yet here in Cambodia. This idea came from my travels to overseas and my networking. I am looking at the market needs, business potential, and partnerships, both domestically and internationally with strong technology.

**10. Any suggestions or advice for other women who want to start their business?**

The stereotype of woman cannot even go around her own stove is an old-fashioned. For women, no matter the job is, it's important to improve our ability and not to be afraid of hardship because it is just for the short term. So, every time a problem arises, he or she will push back or slow down their step. Doing business should be out of love and faith, but if we really don't love it, we don't have to force ourselves to do it. Generation Y nowadays wants to make a living, some want to be CEOs, business owners or managers but only the few who were willing to take risks and go through the difficulties will be successful. So, if you want to start a business, I encourage you to start working for another business first before owning your own business. By doing so you will experience the hardship of working. Personally, I see a huge opportunity for e-commerce today, so people who are looking for an opportunity to study more about e-commerce technology. For business owners, you should look at current technology that is comprehensive and that can help to expand your understanding of how to respond to changes that occur every day. 





“Knowing the risks ahead does not mean we have to give up our dreams or business. In contrast, those pre-conception of risks help us to find the right solutions for our potential and sustainable businesses

## Mrs. Clais Chenda

President, the Cambodia Hotel Association

### 1. Could you please introduce yourself?

My name is Chanda Clais, 46, and I have three children. Currently, I am the President of the Cambodia Hotel Association (CHA) and President of the Irrawaddy Elephant Conservation Association as well as the owner of the Terres Rouges Collection, including hotels located on the island of Kratie, Ratanakiri province, and Serei Reang plantation in Kep province. Actually, in my academic life, I studied Literature in French language, but because of my love for things related to traveling and because I have a passion for the leisure industry, I started business related to tourism and hospitality. My first businesses was in Phnom Penh; it was just a small hotel, then I opened another hotel in Ratanakiri in 1999, and my business started to grow, so I opened branches in different provinces.

### 2. How do you define success? Where do you find yourself now - in terms of success?

Success is to complete and reach our goals. It could be our wish or our dream happened in different pictures. In the beginning, some people did not support me establishing a hotel in a remote province. But I have shown them how my business has grown and earned support and praise here and abroad. It is my main goal to develop hospitality to attract tourists as well as showcase Khmer Design and culture and traditional styles through my businesses, so that the international community will recognize Khmer identity. I can't expect to reach 100% success.

### 3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?

Technology today is powerful and become one of the tools which inevitably be used by anyone for daily life, business, and communication. Technology also helps businesses grow because technology facilitates communication with customers, whether near or far. Technology provides quick and timely communication and engagement with international partners too, saving time and money. Particularly for my business, technology has increased the number of guests because of our marketing through social media and our website, which can reach millions of people to view my hotel through travel

apps; people tend to be interested in staying at hotels that are located far from the city, so online advertising is highly effective. Without technology, maybe I would only be able to have one branch of my hotel or just one kind of business. Today, I manage many businesses and work online by using a smartphone with the Internet.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Technology certainly helps my business development. We use technology as the equipment in my hotel. For example, we use automatic keycards to connect and cut-off electricity in the room; this saves a lot of expense by consuming less electricity. And we have a security camera and room fire protection. In addition, we use technology to manage staff, communicate between business owners, clients, staff, and managers. In order to increase the number of customers, we use apps such as Booking.com, Agoda and the hotel's website so that staff can know the reservation and get the room ready in advance. We can estimate the number of guests and we can make preparations such as food, making it easy for our team to serve our guests. Technology also helps to shorten the work. Compared to the past, technology has definitely helped increase the number of customers and it helps us to grow our businesses.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

To improve the marketing of my business, we do marketing online on our website and through various apps such as Agoda, Booking.com and many other websites to expand the number of customers. In terms of communication and human resource management, it is easy for management and staff - sharing information and contacts with each other, not necessarily face-to-face, but we use technology such as email, WhatsApp, Facebook Messenger, Telegram and mobile phone to communicate. For staff management, managers can know the presence and absence of staff online, and staff can ask permission to take time off through an email. And we also have an operating system for financial,

transactions and some administrative work; those systems are monitored by IT technicians. For payment transactions, guests make payment through App or Wing by sending us code numbers. So, they do not pay us directly. Our hotel is equipped with credit card machines for customers to pay with their credit card when they have no cash. Our customers can make payments and bookings online too. And for the salaries of some of our staff, we pay directly to their bank accounts.

**6. What is your leadership style? How do you manage a business that uses technology?**

In terms of staff management, I don't actually hold all the authority. I give authority to each staff based on their position, except for important tasks that need discussion and my decisions. Even though I am the President, I do not always direct or ask my staff to always follow me. For each decision or problem within the company, I always ask for ideas and exchange experiences to get ideas from each other in order to manage the business effectively. This kind of atmosphere is fun because no matter how big or small the staff is, they are not afraid to express their ideas to me. They can also lead and contribute to the company's growth.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

Although digital and modern Cambodia may be new contexts, the old generation may find it difficult to learn and know and how to use technology, and women are largely influenced by social norms and stereotypes. In some families, if a daughter wants to learn technology, she is advised not to study it; the major is for the male, and there are many other social and family factors that may prevent females from engaging in technology. But nowadays, we also see that there are many successful women in technology and the business industry. Society and the new generation have begun to value and empower women to become involved more in the technology fields. However, some of the older generations still think that technology is complicated and do not want to use it. At first I thought so too, but when I tried to understand



it and began to realize its benefits, I wanted to learn more. It's not always necessary to be good at technology; just knowing what kind of technology should be used to streamline our lives and improve our businesses can be enough.

### **8. What are the advantages and disadvantages of doing business using technology?**

Using technology in business has advantages such as data management and human resources management, and it is as easy and quick as in my hotel to process all payments, customer information and the duration of their stay. All feedback that is provided by our customers is kept electronically and the data is basically used to manage and train our staff and to improve and develop new strategies to make our business more prosperous. In addition, it gives my customers advantages, such as making it easy to know the location of my hotels by just using Google Maps. Additionally, my hotels cooperate with Booking.com and Agoda. As a result, those companies have apps that allow customers to find my hotel easily; they can also make prepaid transactions, and are able to view the room, our services, as well as the areas of the hotel in advance. The disadvantage of technology for employees is that we can reduce the number of employees; so they would find it hard to find a job in that field. And the business owner also can be affected by losing profits due to paying for the right to use these apps. The commissions charged by Booking.com, Agoda or other travel companies as well as online traveling services are quite high. Another disadvantage for my business is that customers are sometimes confused about the information on the app because some of the information is wrong, such as the price of a room this is generally caused by technical problems; moreover, there are some cases that some people who have bad intentions try to discredit my hotel; they would give bad feedback online.

### **9. As a business owner, how do you prepare yourself to take advantage of technology?**

As a business owner, I am ready to use technology as well as have team meetings to be ready for any upcoming new technology. We are living in this era, without using technology, we will not win others

and would not be able to maintain our business. If we want success, we must be ready to embrace new technologies. In our team, we have IT professionals who facilitate business network management. The general staff is advised to update both the software and the mobile application. In terms of technology and women, I think digital is a new context for our Cambodian society and our old culture remains a barrier for women because women are less accustomed to trying new things that were previously unknown. So, there is no balance between technology and culture. However, technology gives women more opportunities to access information for education.

### **10. Any suggestions or advice for other women who want to start their business?**

First, I want women to know exactly kinds of business they want to start, whether it's a business they really love and the kind of business needed in the market. It is also important that we should consider the location and circumstances. It requires the new start-up business to studying the market intensely before starting any business. In addition, I want women to be more interested in the use of technology in business, whether a small or large business. Without having some knowledge of technology, new business owners will spend more money and lose more profit. If we do not understand the benefits of technology, we should look for technology experts to help us. It's important for business owners to know about the infrastructure and operation of our business, so then we can explain to technicians what we want so they can suggest the right type of technology that can help us to grow our business. [w](#)

“

Manage a business that uses technology, it requires great patience and good set of skillful team

# Mrs. Cham Krasna

CEO, Soma Group

## 1. Could you please introduce yourself?

My name is Cham Krasna, 34 years old, married to a wonderful husband and we have 3 beautiful girls. I was born right here in Phnom Penh. I began my first journey to study overseas since I was 9 years old. Although I've left at such a young age, my parents have always kept me very close to culture and our society through our yearly visit. Overtime, I've graduated from the University of St. Thomas, Minnesota in 2008, with a doubled Bachelor Degree in Legal Studies in Business and Marketing management and a minor in Economics. Right after graduation, I've returned home to begin my life here, hoping to utilize the knowledge I've learned and contribute back to Cambodia one way or another. My first job that I've landed on back in the time was within Soma Group, as a sales and marketing manager,

overlooking the agriculture division. It was an interesting chapter of my life, as I've never understood the working process of the locals, everything to me was theories from books or school. It was challenging for a while, until I began to understand the way how to improvised and transformed those theories practically. I was very fortunate to have the opportunity to further lead other business activities under the Soma Group companies. Within my first 10 years at Soma Group, I've moved from a sales and marketing manager to a business development manager, to managing director of a subsidiary and finally until where I am today, as CEO of Soma Group.

Soma Group is a local conglomerate with 10 subsidiaries focusing in 5 business divisions: Infrastructure, Agriculture, Trade, Education, Hospitality & Real Estate with a total of approximately 2,600 employees.

## 2. How do you define success? Where do you find yourself now - in terms of success?

There are a couple of ways to define success.

- A success within your career is when you can exceed the expectation, pushing out the boundary, and creating positive influences for the younger generation. Ultimately a success is like a journey, there will always be newer and higher goals to aim for. To say where I am right now in terms of success, I would probably say that I am still at chapter 3 of my career path. I hope there will be much more to come.
- A success in personal life is when you can reach a level of happy and harmonious life, having a loving family, earning the respect of the people around you, being a good person and more importantly reaching a notion of inner peace. With regard to where I am now for this type of success, I would say I am content with everything that I've got, I am blessed to have wonderful and supportive families and friends, I think I am in a good space.

## 3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?

Technologies today come in many forms, they are tools to facilitate our lives and allow us to do beyond the traditional way of life. To keep up with the







modernizing world, it is crucial to utilize technology to make our work more productive and efficient. More importantly in a business, it is important to have enough information, a holistic information with accurate data in order to make a well-informed decision, to see the real performance, in real time. This sort of process would typically take from days to weeks in order for us to gather all the info and chase after the work, but with the help of technology such as business management system that allows us to automate certain process of our work that cuts down unnecessary transition time like online approvals, projects organization and interactive communication.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Not only that it saves time, it keeps us organized and we no longer lose information as everything will turn into digital documentation for all future references. Within the Soma Group companies, we began using an open source management system as a platform to centralized all the main business functions from all of our subsidiaries within one space. We've used Odoo ERP, warehouse management, HRM, CRM, projects etc. these programs have greatly simplified and accelerated both data analysis and operation's decision of the company. On top of that, we are able to contribute to the environment by reducing the use of paper documents among our companies.

Within the whole group of companies, we utilize different types of technology for each subsidiary. For example, in one of our agriculture businesses, we use AgriTask to manage our farm operation that collects direct data from drones to check on the crop's health. The drone technology can detect and identify areas of crops that need extra water or extra fertilizers, and where to reduce so that we can use our resources efficiently. We use this technology not just for inspection but also for treating crops directly, especially those that are damaged by insects etc. In addition, we have equipped with a weather sensor that allows us to be aware of the weather in our area and to be ready for natural phenomena that may arise. All of these are called Digital Agriculture. Using these tools, it allows us to plan better and manage better,

especially for a very large-scale farming, it does not require much physical labor. These are just some examples to name the few.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

Due to its convenience and speed, we use Telegram for inter-company communication, however recently we have been pushing ourselves onto the management platform called Odoo, it is an open source software that consists of many useful modules for all the business needs. The ERP's project module allows us to organize our work, easily communicate within the team on that particular work, and set clear deadlines. The approval function is also very effective as well, we no longer waste anymore lead time for signature, we can easily approve and communicate directly on the platform. Furthermore, it allows us to archive and contain all the company's information within the company's system.

Although I have to admit, it is very challenging to change our typical habit and get ourselves onto the platform, even for myself. It is natural that people often find it difficult to change, but with great determination, I believe that we will be 100% more efficient as a team.

**6. What is your leadership style? How do you manage a business that uses technology?**

I am a very operational person. I like to brainstorm and discuss, do lots of drawings, writing, anything to ensure that the communication is clear in order to address all the risks and opportunities. My working style is also oriented to peer learning. To manage a business that uses technology, it requires great patience and a good set of skillful teams. Tech savvy staff are not that easy to come by, especially the one that can understand the true technicality of the technology that we are using.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

In this day and age, Cambodia is moving toward adopting the 4th industrial revolution's concepts and

activities. Our country, despite the great reset from the great genocidal in the late 70's, our people have the ability to leap and catch up with all the current global trends. As you are aware, a large chunk of the population are young and very dynamic, they are the generation where technologies have been embedded in their daily life and it is a normal thing. Small things like social media, it has shaped the way we seek information, how we communicate, how we require instant gratification. When it comes to business and technology, business in itself does not restrict any women from taking part in the current digital economy. Today, information is at the tip of your fingers, it does not matter which gender is utilizing it, it only matters on how to assess which type of information are of real values and which are junk.

Women compose roughly 50% of our current population, now imagine the drive and the workforce that could be contributed to the economy when 100% of the women are onboard to join the workforce and drive the economy. If they don't contribute, it would then become an opportunity cost to our economy, which adds extra weight to our race toward being a developed country.

This is why I think that it is crucial that women take part in businesses, utilize the digital age of information to create real opportunities and values. I do not think that culture is a constraint for women, it is something in the past. This is very important that women should support other women as much as we can.

#### **8. What are the advantages and disadvantages of doing business using technology?**

Technology is usually created to be a tool that facilitates or solves our everyday needs or problems. Of course, every technology has its pros and cons. I find that technology has made it easier to gather information, analyze data, archive data, accelerate work with less amount of labor required. The more we use technology, the more we will naturally reduce our use of paper work, which gives the environment a little more room to breathe. However, the technology also has some disadvantages. First of all, they are not cheap. We would typically have to invest a lot on good and practical techs, worse off, technology can be obsolete very easily, as new techs and innovations

are coming out too fast each year, there is always a better version or a product. Second of all, the use of technology can push us away from relying on ourselves, we as humans become too dependable on the technology that we sometimes forget to do the basic things. Third of all, the more efficient technologies that are invented, the more space it takes away from human employment. As humans, we can make that "human-mistakes" but tech/machines are designed to not make any mistake.

#### **9. As a business owner, how do you prepare yourself to take advantage of technology?**

As you all know, we are now in the 4th industrial revolution's period. New innovations and technologies are coming out every day, most of those are very useful to our everyday lives, most of them are created to do what we humans cannot do best. Therefore, for me as CEO of Soma Group I believe that technology will allow us to excel and keep ahead among the competitions within the country and within the region.

With employees at approximately 2,600 pax, operating in multiple high impact industries, I believe that I have the leverage to generate a very good data platform. This is the area that I want to prepare myself to make great use of the technologies that are available in all the fields that we are currently operating into order to become the champion in that industry. At least that is the ambition that I'd hope for in Soma Group.

#### **10. Any suggestions or advice for other women who want to start their business?**

I think women should embrace the passion that they have. Skills can always be taught. When they know what they love to do, they should aim for it, regardless of what the status quo is saying, because in the end when they are doing what they love, there is so much more commitment and enjoyment in the work that they do, their business will naturally be creative. I suggest that they should always initiate their business with an open mind and positive attitude, with this they can solve anything that comes in their way, and even if they make mistakes, just absorb it, learn from it and make sure you don't repeat that mistake again. [W](#)





“  
I would like to be remembered as someone who was not afraid to do what she wanted to do, and as someone who took risks along the way in order to achieve her goals.

# Mrs. Meas Sophie

Co-founder,  
ShopRunBack  
Company

## 1. Could you please introduce yourself?

My name is Sophie Meas. I am 36 years old and besides being a woman entrepreneur, I'm also the mother of two children. I have been raised in Cambodia by my father (a former Deputy Commander-in-Chief of the RCAF and chief of the Royal Cambodian Army) and by my mother, a housewife, who played an essential role in sending me and my siblings to study abroad. I moved to study in France at the age of 10. I have a Master's Degree in International Business as well as an MBA in Purchase and Supply Chain obtained from the Ecole Supérieure de Gestion (ESG) in Paris. After graduation, I spent more than 14 years in France and Europe. I have co-founded a company named ShopRunBack, with my husband, specializing in reverse logistics solutions for e-commerce and retail. We provide a platform and expertise in after-sales service to meet customers' satisfaction and merchants' obligations. We are focused on business growth and satisfying and meeting the needs of people. To date, our services stretch to 70 countries worldwide. Our company was a double winner of the prizes "Logistics Innovation" and "Grand Prix of the Jury" at the Paris Retail week in 2016. This combination of logistics and technology has recently helped us clinch two major partnerships - one with the French leading Marketplace Cdiscount (Casino group) and the other with Shenzhen 4PX Express (Alibaba group) in Europe and Cambodia to tackle the growing cross-border e-commerce challenges.

## 2. How do you define success? Where do you find yourself now - in terms of success?

In my opinion, success is a state of mind. It is a direct result of self-satisfaction and how much effort you put into your daily activities to become the best version of yourself. The real success to me is achieving the goals that are most important in your life. After 14 years in e-commerce and logistics for e-merchants, marketplaces, and retailers in Europe, I can say that my success today is related to bringing this added-value to Asia and especially to Cambodia. As a Khmer entrepreneur, I want to be part of and contribute to the country's development story with new technologies and the digitalization of Cambodia's economy. My success here is to impact both merchants and consumers by improving their daily lives.

**3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

Today, we face new technologies everywhere and it deeply affects the way we live, the way we think and the way we interact with each other. For me, technology completely changes our daily activities helping us be more efficient and more productive. Our company specializes in E-commerce, so the technology is a milestone in our business. Technology allows us to transform the online experience for both customers and retailers combining a strong logistics network with a next-generation software platform. Our French-Cambodian Startup helps to lead online retailers and marketplaces by providing a seamless, customer-friendly online solution, increasing customer satisfaction and boosting sales. Technology is crucial in our business with the software platforms that we have developed, including Transportation Management System, Warehouse Management System and Returns Management System. We can bring more value for our customers, lead our market and provide continuous innovations in the fields of e-commerce and logistics.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Technology is a "must" in developing our business, especially in our sector, cross-border e-commerce. E-commerce is not only a process to deliver goods ordered online but it also involves shipping goods to customers who may also seek to return goods due to manufacturing faults or wrong orders. Linking to our business development, we are using various systems:

- To manage our carriers network, we use a Transportation Management System (TMS) as a software technology to optimize transport planning, including order splitting, routing, mode, and carrier selection, and consolidation.
- To manage our logistics operations and supply chain, we use a Warehouse Management System (WMS) as a software technology to control and administer warehouse operations from the time goods or materials enter a warehouse until they move out to a retailer.

- To manage our returns flows, we use a Returns Management System (RMS) to integrate the software with TMS and WMS to optimize the reverse process, reimbursing the customer within an optimum time frame and getting sellable products back onto the market as quickly as possible.

E-commerce suffers from a lack of trust, especially here in Cambodia. Our technology helps us to win this trust by providing a seamless, easy and traceable experience to our customers. No more emails, calling or direct interaction, our technology can take the customer on a smooth journey from A to Z!

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

Currently, we have two teams in two different countries, Cambodia and France. So, to be more efficient in our internal communication, we use communication tools for team projects such as the collaborative tools "Slack" or video conferences with Skype. We build dedicated groups for projects to avoid misunderstandings and increase efficiency. For our external communication, with our Chinese partners, for example, we use the instant messaging application WeChat. For Europe, we rely more on WhatsApp or Telegram. Those Apps help us categorize topics into flows and give us a complete history of past chats for review.

**6. What is your leadership style? How do you manage a business that uses technology?**

My leadership style is to supervise and cultivate relationships up, down, and across the organizational chain; assess, motivate, encourage, and discipline with all my team. I am always focused on problem-solving and helping to create the desired culture in the company environment. In the 21st century, companies need to change at the speed of light to remain competitive and face new challenges and technologies. Consequently, as the leader of a company, we need to be able to shift gears or change direction as needed. Flexibility is the key!

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

Every woman has her place and is capable of doing great things in any sector. She just needs to be encouraged and trained. In our country, the younger generation represents the clear majority of the population. This generation has several chances to learn and can access more opportunities in the digital world. A few examples of new opportunities brought by technology would be e-commerce, food delivery, e-payment and ride-hailing apps. Having experience as a user/customer is the most direct way to improve digital literacy. I believe that we need to educate people through the activities that they are familiar with. If “go digital” is more convenient, people are willing to try, and then slowly (but always moving), they will understand and accept new trends and ways of living and contributing to the economy.

**8. What are the advantages and disadvantages of doing business using technology?**

Technology can play a real role in helping and boosting business growth. As can be seen, with today’s modern technology, we can get easy access to information, encourage innovation and creativity as well as improve communication and productivity. Our technology helps to save time and gain customer satisfaction with a tracking system during the whole process from goods ordered - quality check - delivery to warehouse – and finally arriving in the customer’s hand without the need to check at the store or call the support center. Meanwhile, if technology is not well used or complementary with human resources, it will be a mess for the whole process flow. If people key in the wrong barcode – the system and machine will follow the instruction and in the end deliver the wrong product which will slow down the process of our promises to deliver to our customer.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

Our company provides a technology platform and logistics services at the same time. To remain competitive, the tech part is very important and strategic for us. We invest in tech more and more and our IT team is developing our products every day to improve and follow the

trends and needs of the market, but also to challenge our competitors in our field and beyond. We plan to build a logistics network in Southeast Asia. Presently, we are in the process of customizing our platform for the Southeast Asia market with our tech team. Plus, our collaboration with 4PX, which is partially owned by Alibaba Group and by SingPost and is part of Alibaba Cainiao Logistics will be a gateway to help Cambodia become a regional hub for e-commerce in Southeast Asia by training Cambodian SMEs to sell their products online to global customers as well as introduce global merchants’ products into the Cambodian market. As part of our long term plan, we will build up and shape a local tech team strong enough to fight the battle. That is why we will bring overseas experts from China or Europe to train our local partner and internal tech team.

**10. Any suggestions or advice for other women who want to start their business?**

Before starting a business, it’s very important to know who you are, your skills and especially seize the time you have available. As a woman entrepreneur, you need to manage your time between your family and your work, especially myself as a mother of two children. You need to be surrounded by the right advisors and keep in mind to start small and grow later. The first step is to determine what type of business suits you, analyze the market and make the break-even analysis together with a business plan to determine if your idea can be sustainable, profitable and especially can impact and improve people’s lives.

For sure technology can enable and can improve your business activities by speeding up processes. Whatever industry you are operating in, you need to approach the current technologies such as data sharing because the success of productivity today is being able to communicate and share information instantly. Technology providers and increases productivity in this globalized world and market. Direct examples are the use of video conferencing and collaborative tools. Also, mobile-friendly technologies such as apps for online banking, social media marketing or Google suite increase efficiency and help you better collaborate with your teams in terms of file sharing, emails or synchronizing agendas. [w](#)



“

Hope is the best food  
to increase energy,  
Patience is the best  
tool to succeed

# Mrs. Khy Muny

Managing Director and  
Co-Founder, Amru Rice  
(Cambodia) Company

## 1. Could you give a brief introduction of yourself?

My name is Khy Muny, and I am a 33 year old mother of three children. I have more than 10 years' experience working with Finance, Accounting, Export, and Operations. Currently I hold the position of Managing Director and Co-Founder of Amru Rice (Cambodia). We are a company that invests in rice mills, a rice processing factory and a packaging factory for export. We are one of the largest suppliers of Cambodian organic rice to international markets. With rich experience and wisdom in doing business and human management, I currently manage over 35 professional staff in the office, 250 employees in three factories, and have been a part in the creation of 6,000 jobs for low-income household farmers. My accomplishments have been recognized. A few years ago, I received the Cambodia Young Outstanding Women 2017 award at

the Global Entrepreneurship event organized by the US and Indian Governments. I was also selected as a Board Member of the Cambodia Agriculture Cooperative Corporation, a company that helps to connect private producers and the Government (Model 4ps).

## 2. How do you define success? Where do you find yourself now - in terms of success?

Since we started our business in 2010, we have achieved a lot, especially when Amru Rice was able to successfully upgrade from a family business to a corporate structure and is now recognized as a clean company annually audited by the international auditing company (Ernst & Young - EY & PwC). Being recognized as a company with Corporate Social Responsibility and published (CSR) on the GRI (Global Report Initiative) website is quite an honor. In Cambodia, we only have two companies that are globally recognized, Amru Rice and ACLEDA Bank Plc.

## 3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?

With 4.0 technology and the Internet, everything, from communicating to managing all data related to work processes, is now much faster and easier. Technology helps to solve and cut down the processes in many complicated jobs related to manual operation in contract farming, production data management and company data management. In the field with farmers, we are leading and supporting them to become "Smart-Agri" by using Farmforce application and BlocRice technology to link all chains (grower, exporter, and buyer) together with a shared database which makes customers trust the sources of the rice they eat. Besides that, we have invested to automate our entire manufacturing operation, from the rice milling process (dehusking or dehulling, paddy separation, whitening or polishing, grading and separation of white rice, mixing, mist polishing and weighing of rice) to packaging, storing and exporting. Interestingly, even how we sell products and the ways of communication have changed and became easier due to a website and social media that help promote us to existing and future clients. Now, they can connect with us at any time. All of these help improve and grow the business. By 2019 we achieve our goal of 30 percent annual growth rate, and sometimes exceed it.



**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Technology is considered to be extremely important for our daily operations and business growth. Compared to before when we had manual operations, we have doubled our production by using a new technology - called Farmforce. It is a software application developed and supported by IFC (International Financial Corporation) to customize our products and operations, which in turn helps simplify the complicated paperwork, saves money time and effort, and increases productivity. Under smart contract farming, farmers can register all necessary information, including their type of seeds and land size with estimated yields. This is helpful to planning and managing the budget, in turn helping us to match the capacity of our supply chain with the market chain in terms of compliance and the standardized requirements of the European Union (EU). It is quite challenging for many farmers who don't even know how to write and record their stock for example. Interestingly, it is becoming easier for farmers to get familiar with the use of smart-phones to input their information. For those farmers who struggle to use a cellphone, their children can help. This method helps farmers to cut down the complicated process of paperwork and storing data; they can renew their contracts with us through the app without needing to travel miles away to meet with us in person. Nowadays, besides phone calls using a smartphone, there are many ways to communicate fast through Messenger or other forms of social media as long as there is an internet connection. To increase productivity of our staff, we set a target and assign a person in charge (PIC) to take care of it and make sure the target is achieved. To speed up production, we have installed and used the latest rice milling technologies, including automation, which bring results and make our staff work smarter and faster

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

A technology useful in accounting and finance management, ERP (Enterprise Resource Planning) is a continuous process software that requires all departments to work well in order to generate an

accurate report which is easy to audit daily. Currently, communication is far easier, both internally and externally due to smartphones and their apps, such as Messenger, which connects to the Internet. We can also use our cellphones to text or call and even make conference calls to save time and travel. Also, with many communication methods such as Messenger we can communicate with all the teams daily and finalize confirmation via email. Anyway, we are flexible with the ways we communicate, depending on our partners' preferences (Ex. Russian partners). They (the Russians) prefer to communicate through Telegram. Finally, in our factory, we operate the rice mill via automation (including the use of smartphones). This makes control of production lines much easier.

**6. What is your leadership style? How do you manage a business that uses technology?**

We lead by helping other people become leaders in their jobs and become the best versions of themselves. We utilize the process of nurturing to help a person change their mindset so that they can learn to be more resilient, positive and focused on growth. As we know, our young Cambodian workers nowadays are not as active or optimistic than the previous generations. That is why we apply technology to help solve this issue. With our internal application - ERP - working systematically and continuously, our employees have different user log-ins based on their tasks. So, if one user has not completed a task, it will alert the team which helps in tracking while informing each member. The importance of learning and development can't be overstated; our key staff gets refresher training and orientations on the job from HR every three months. We set weekly plans and put on weekly meetings to talk about the achievements of the previous week and discuss the challenges of the upcoming week's plan. All managers need to have a monthly results-report to present at monthly meetings. They have to show the accomplishments of their worksite to all of the team.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**



In AMRU Rice we are focused on gender equality. In fact, our key staff are mostly women, such as the Managing Director, Sales-Export Manager, Finance Manager, Accounting Manager, Purchasing Manager, Quality Assurance Manager and other senior positions as well. They are all extremely capable and up to any challenge and always willing to learn and lead their team. Additionally, in the fieldwork with farmers on supply chain, we work with 60 Agriculture Cooperatives which have 10,000 farmer family members, 65% of which are women. We have found that women farmers are engaged well with their communities and put in effort to join every training which helps them become more successful in the field.

#### **8. What are the advantages and disadvantages of doing business using technology?**

Technology shapes the job and makes it easier to control, allowing for more transparency and traceability, and quick access to finance and worldwide communication. The bad thing is that everything is under the control of people, so we need the right people who understand it. However, there are a few other disadvantages to using technology. First, insufficient power supply domestically and the cost of maintenance and technical support is expensive due to a small number of experts. So, if there are any problems we need to invite an expert from Thailand, Taiwan, Germany, or Vietnam. Second, since our currently-used ERP system is customized and 100% dependent on other countries' offices, we are facing issues related to the cybersecurity of our confidential information. Third, from the manufacturing process, work operation and smart-phone application for farmers in the field, we found the level of technology adaptation for our people poses some limitations and challenges. But it is fine for our people if we give them time and support to catch-up with our in-house technology. However, when it goes back to the farmers in the field, who often lack technical knowledge, we need to spend more money on experts to help support and train them on how to use and how to update the application. Lastly, the use of the Internet and other methods of communication like Facebook or Telegram are vulnerable to hacking, so we need an expert to check and verify from our backend before using.

#### **9. As a business owner, how do you prepare yourself to take advantage of technology?**

As the owner of the business, we always keep looking for reliable and advanced technology that matches our processes / transactions to ensure accurate results under the control of our people. In recent years, we introduce blockchain technology for rice farming, also known as BlocRice, with support from Oxfam Cambodia. BlocRice is a web-based application that inputs all components in the supply chain from the planting stage by farmers, to the manufacture of rice products by the producer, and lastly to deliver to market for the buyer. This is accomplished by generating a unique identification code (QR Code) on a blockchain for opened and shared databases. This newly introduced technology ensures fairness and transparency, helping the parties to trust each other. In the future, BlocRice has a good potential and in the future it will grow because of its trust-building value. It is important to do technology innovation in business because the world is moving and expanding every day with new things. If we are not updating ourselves, we will fall behind in this competitive world.

#### **10. Any suggestions or advice for other women who want to start their business?**

If you want to create a start-up you need to have a clear goal and business plan, and don't be afraid of failure. There is no success without failure it requires highly patience. Keep learning and practicing, you need to lead your team for positive change which helps them to become the best version of themselves. Know the market. If you do not know the market, you will not be able to produce a product that meets the needs of the consumer. In Manufacturing field there are importance elements such as:

- The market is the heart
- Production is the brain
- An employee is the body
- Working capital is the path that drives everything for survival

Be good managers of finance and your accounting system by using reliable software to record any transaction of your company. This will add value if you want to grow. At least, you have a financial record to show to any investor interested and reliable to invest in your company. [w](#)



“Success is for all and no gender, and “You” have a great chance, because success does not choose where you belong. It is your own performance

# Mrs. Nut Samphois

## CEO, LSV Company

### 1. Could you please introduce yourself?

My name is Nuth Samphors, CEO of LSV Company, better known as Oka. In addition to the Oka product, LSV also has other body care and household product brands that we started at the end of 2013 after a long time of research and preparation. We currently have 40 employees. With my background in Khmer, I studied Business Management and Marketing. But the relevant knowledge that allowed me to launch my business came from studying abroad in the Philippines, Malaysia, China, Taiwan, Japan, Switzerland, and many other countries. I studied Chemistry, Cosmetics and Production Management.

As a mother, I have a daughter who is keenly interested in the business that I am working on. My idea of starting a business began, in 2009. I don't want everything to be 'too foreign' where we would have to accept all foreign goods, even inferior ones, just because local products are not available. Also, most of the imported products have not been studied in detail in the Cambodian context, and therefore knew little to nothing about local users and their demands. For example, it is rare for exporters to come to our country to study skin conditions related to their product. I was thinking that if we produce locally, we will have a well-known and recognized study with all relevant institutions that provide product safety and quality to the user.

### 2. How do you define success? Where do you find yourself now - in terms of success?

Success is easy to say, but it is not easy when it comes to practice. It requires a lot, including the need to be patient and not easily give up. For me, success means never giving up. I see myself now on the right path leading to success. So far, I am probably halfway to the level of success that I want to achieve and that's the catalyst that motivates me and my team to keep moving forward. We are better now compared to those who never started, and better than when we were at the beginning. Usually, if a business is not prepared to confront problems or has no intention to hold on to its goal, it will eventually fail sooner or later.

### 3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?

Technology is now much better. Now, when it comes to communication between the team and the client, it's a lot easier because of social media; there are many types that we can use. We can create Groups Chat, so the information reaches related people in just one click. This arrangement is inexpensive, thus benefiting us in terms of time and money. Before, we had TV, newspapers, radio, and magazines to spread the news. Now, social media alone is enough to promote our business. It's even easier to reach the target group we want to send a message to. For example, this time because the company is lacking a distribution agent, when a customer needs



a product he/she can chat with the team and the team will allocate an in-charge person to deliver it to him/her without having a staff member go to the site to talk to clients. And again, we don't have to pay much for using social media services; we just have to pay for the Internet and the nominal cost of using a telephone service.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Before there was only the telephone system, and at that time we had to go in-person on-site to ask customers; but now technology has replaced that. These days, correspondence is easy, quick and less time-consuming. If we want to communicate with someone when the phone is switched off, we can send them a voicemail, reports, photos, and videos which are even more convenient. We can chat with each other, allowing us to see each other and catch up on situations. In terms of communication, I use some apps that help with lots of work. Before, for example, if a customer needed our product, we needed to wait for the daily purchase order report from the salesperson at the end of the day. But now technology has changed this complicated and time-consuming process. Now, our salespeople can go out to meet customers, but when customers order products, they can order via the app. From the office side, we can prepare the product for delivery.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

***Communication technologies:***

We use Telegram / WhatsApp / Line for general use, and also for contacting family and friends. Besides that, we have our own yet-to-be-launched app that operates similar to Telegram, but is much more advanced. We currently use email only when sending large or important files or invoices. We also use the aforementioned apps to communicate with suppliers, a process which was previously a bit difficult before technology came in. Despite the new technologies, we still have in-person meetings to keep connections closer.

***Management technology:***

We use fingerprints in the office. Outside, we use timestamp that detects the real-time location. It's a public app in iOS and Android, all of which we can use at no cost. We also have cameras placed in every corner to see if the staff is working properly. With the use of cameras, we can monitor them from afar to make sure they are doing what they are supposed to do.

***Technology for financial management:***

The financial data is put into QuickBooks daily so that we can retrieve data to check on the employees who can get an incentive or commission also on a daily basis. For example, a salesperson may be entitled to incentive, so we just enter the data and it gives it to us daily. So, when we have payroll we use Excel where we can export data easily from QuickBooks.

***Production technology:***

On the production side, we have a fully automated system to do the work. It's a system that is faster and requires less number of people. We don't cut down on human resources, but we can produce more when using machines. Outside of production, we have nothing but Quickbooks and Excel for daily production planning. We have to make a production plan of how much it will produce a day so we can prepare a sufficient amount of raw materials. We have many machines, including packaging and QR Code expiry date machines. And they are very useful to our operations.

**6. What is your leadership style? How do you manage a business that uses technology?**

I have a democratic style of leadership. My employees have more freedom because I've given them the ability to make decisions. I encourage staff to be aware of their roles and obligations. I don't consider them as employees, but I consider them as a team, and they are a part of it. So, each of us owns the business and is founder of the company. This creates an atmosphere that allows employees to think as if they are owners of the business and workplace. We have a free work style, but everyone is responsible for their assigned role. We do not want a series of decisions that are slowing down work. When the

superiors give us a job, they need to be clear, letting workers know what responsibilities they have. At our company, we always let employees understand their responsibilities. In return, I never consider employees as wage earners who just simply take home their salary. I consider them part of the team, and with them we can achieve big things.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

Technology has played an important role in enabling women to participate in social work without abandoning their family or society. This way they can work anywhere with technology. Even if they are busy, they can check the camera or have a live video call. Again, modern technology can benefit women a lot. In the past if you wanted to pick up your child at school, then you might have to leave the workplace for an extended period of time, but now things are different. There are street hailing apps that allow us to book a ride and track the location which is very secure and convenient. But as I have said before, there are two sides to technology. So, it is important for women to use technology properly.

**8. What are the advantages and disadvantages of doing business using technology?**

We use technology to transfer urgently important information. Reports of meetings in the provinces, for example, need to be made and relayed to the central office or the responsible people. In such a case, technology plays a critical role in ensuring that such functions are done expeditiously and efficiently. But as everyone knows, technology can be both good and bad. Technology is good in the sense that it works faster and saves times, money and effort. But if the user uses it for the wrong purpose, then we can say that technology is bad in such instance. For example, two people use Facebook for one hour at the same time, one for advertising products, while the other for watching dramas that aren't work-related. Both use the same technology but will have different outcomes. Technology can give us something good, and we should know how to use it well by using it for something worthwhile.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

As leaders, we need to understand technology before our employees. We should understand technology better or at least equal to our employees for consistent use. It's important as a leader to share technology with everyone because it's related to one another. There could be some confusion or problems if one or more of the team members do not know how to use it. But if we share with everyone, then it's easy for all of us.

**10. Any suggestions or advice for other women who want to start their business?**

We need to be well prepared and determine whether the business plan is relevant to our interests or not. Business is not a short-term performance; it is a continuous journey because successful businesses can continue from generation to generation. If we choose a business that we do not love, we will at times become impatient. In my business journey, I have faced many obstacles, both financial and with marketing. So, we need to identify and have an accurate direction of the business including flexibility and backup plans to prevent unforeseen situations. Everything is always right and there is always a way out. So, we have to be patient and make sure we are ready just like the boxer in the ring. If we walk without limbs and have no road to the goal, it is just like a chicken with no head. More importantly for women, as mothers and wives, who have constant burdens, we may have a harder time, so as a consequence when it comes to business matters, it can be challenging. So, we have to be well prepared and clear since your business will involve the lives and earnings of your employees. [w](#)

“  
The first two  
investment of  
doing business are  
smiling and having  
confidence

# Mrs. Ry Thany

Founder, Norea  
Angkor Handicrafts

## 1. Could you please introduce yourself?

I am Thany R. Katerine, 30, founder of Norea Angkor Handicrafts. The company was established with the purpose to promote local décor and handicraft products and to help reduce the number of Cambodians going overseas for work. Our products have been bought and displayed by various 5-Star hotels, fine dining restaurants and modern cafes. I completed a Bachelor's Degree in Business Management from the University of Cambodia. After graduating, I went to Malaysia to work as an International Marketing Officer to prepare myself mentally and financially. I then decided to return to Cambodia with a dream to establish my own business.

Because of my natural creative talent, I won several awards, including being selected for the “Best Startup Award” in the Cambodia Young Entrepreneurs 2018. I was also selected to be one of the representatives from Cambodia of the ASEAN-Japan Women Entrepreneurs' Linkage Program (AJWELP), which is intended to promote women-founded startups across Southeast Asia.

## 2. How do you define success? Where do you find yourself now - in terms of success?

For me, “success” is an accomplishment that is not necessarily big. I am now halfway towards achieving my dream. My dream is to bring Khmer products to the international market. To achieve my ultimate dream without losing momentum, I set to achieve smaller dreams to serve as a stepping stone at the same time motivate me to go further without losing sight of the goal.

## 3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?

Today, technology is constantly evolving, improving and modernizing the way we live. Therefore, it is a must to keep myself and our business up-to-date. Reflecting back on how technology helped support and grow my business, there are four important impacts that I see:

- It boosts sales through digital marketing in social media
- It saves time when communicating with customers and internal team
- It speeds up the supply chain processes
- It helps increase customers' trust and confidence by just viewing our company profile in our website

## 4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?

I find that technology is playing a very important role in my business by saving time, reducing risks from traffic accidents, eliminating fraud, reducing costs associated with travels and it allows for safe data storage. Currently, my business is dependent







on technology for 80% of its operations. This is reflected on the following:

- We use social media like Facebook Messenger, Telegram, email and Line to communicate with internal staff and customers.
- We use QuickBook to manage and control accounting & finance, human resources, sales records and suppliers' records.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

In my company, Telegram is the first choice for communication because it is secure, fast and can send or save a huge amount of data and working files. For more effective control of the whole operational process, we have cooperated with a local tech partner to develop a centralized software system customized for managing sales, expenses, finances and accounting. This system helps our operation by inserting reports and data, generating auto-quotations from salesmen to clients to prevent double quotation, making and reminding about appointments, and close sales notice. Importantly, we give limited access to each department based on their roles and responsibilities. It is user-friendly and we can use it to oversee our shops in Siem Reap and Phnom Penh. When it comes to the issue of human resources management, we keep track of our employees' attendance via fingerprint machines and we monitor our staff's performance through CCTV. Regarding payment of staff's salaries and allowances, we process and do it through ABA Bank. When it comes to the payment process, we offer e-payment choices like ABA Mobile app for our clients and suppliers, since it is convenient and can be trusted. As you know, our core business is to sell our products. That's why marketing and promoting them to customers is very important. For us, Facebook and website promotion is much more effective. We have high standards regarding the design of our products to ensure that they are a perfect combination of the modern and traditional and will easily catch the interest or attention of customers. So, we made sure that our graphic design team is highly skilled in the use of such tools

as Adobe Photoshop or Adobe Illustrator to create the best design.

**6. What is your leadership style? How do you manage a business that uses technology?**

I call it "Coaching Leadership". I teach my people how to do or make a product, I let them practice on the real product and then we check on their quality after they finished. We do not only coach them physically, but we also provide mental support by letting them work in a good environment and with teamwork to help boost their productivity at the same time produce the best products for our clients. To apply my leadership style with the use of technology, I have to know first the people who are capable or not at using our internal technology system. Then I will arrange a special session for them to train and practice with the basics until they become familiar with the system. In order to ensure that everyone is on the right tracks aligned with the company's requirement, their performance and personal growth will be tracked in our centralized system and managed by the Human Resources Department.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

I think women are not strong enough like men when it comes to technology. We need more time to adapt to every new technology that comes to our company or society. Cambodia is one of the developing countries that try to run after modern technology. There are still many people here who have little or no knowledge about technology. Thus, it is hard to implement anything here in Cambodia. It takes time, effort and substantial investment to introduce and implement new technology here.

**8. What are the advantages and disadvantages of doing business using technology?**

Doing business using technology has its own advantages and disadvantages. The advantages include saving time, reducing the cost of travelling, and lowering the risk of traffic accidents by using social

media for communication instead of face-to-face meetings or travelling to meet people. For example, we can see the flow of our stock from QuickBook and quotation numbers from each salesman to prevent or minimize fraud. On the other hand, it is hard for my staff to adapt with new technology due to lack of ability. So, if we bring new technology that we need, we need more time to teach them and for them to have a user-friendly experience. Lastly, with our system we cannot access them when there is no internet connection and we spend a lot of money maintaining them.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

We have to take advantage of the potentials offered by technology. To keep myself updated with technology, I have joined many seminars, workshops and exhibitions dealing with new software and other important technology. Currently, we are preparing a new app that keeps us updated on our sales and stocks, so we can order or make enough products on time. Plus, it will alert the salesperson of an upcoming appointment, so in case that salesperson will not be able to go there on time or if there are some problems, we can send another salesperson to take his/her place.

**10. Any suggestions or advice for other women who want to start their business?**

I suggest to every woman who is going to start business soon or who are hesitant to start business, please “start it by today” because opportunity does always come. Your ideas can be taken or stolen and the other person may do better. Then you will regret it. By the way, if you are hesitant about your idea, you can do more research online to gain more ideas and confidence to do your own business. [w](#)

“  
More  
employment  
can be created  
in handcrafts  
by creating  
a good  
integration  
of art and  
technology



“Because of technology modernization in the industry 4.0 era, there has been a rapid change in the world, including Cambodia

Mrs.  
Neav Neary  
Panhchak  
Pisey

Co-Founder, All Dream  
Cambodia Company

**1. Could you please introduce yourself?**

My name is Neav NearyPanhchak Pisey. I am working as General Manager and Shareholder of All Dream Cambodia, which was founded in 2013. I started my career at the age of 19 while studying in my sophomore year majoring in Management. That was because of interest and the embarrassment after listening to the experiences of my classmates who were older than me and already out working. As a 19-year old sophomore, I applied to work at Asian Trails, an International tour company. Even though I had no work experience or knowledge, they hired me as a probationary employee. Because of my commitment and efforts to continue learning all the time, I was promoted to be the company's General Manager. This inspired me. After gaining experience and the appreciation for my hard work, I decided to start my own business. Having an interest and passion in the tourism sector, plus seeing the growth opportunity in Cambodia, I made my dream come true. With my three business partners, we developed the business from 5 people to almost 50 staff in Siem Reap and Phnom Penh. I was married in 2003 and have three children. With the help and understanding of my husband, I was able to successfully manage my time as a wife, mother and business owner.

**2. How do you define success? Where do you find yourself now - in terms of success?**

Generally, success refers the achieving the goals you have set. But when arrive at that point, questions come up whether we should stop at that point or aim higher. The definition of success differs with each individual. For me, success is divided into two - success in business and success in life. At present, based on my own definition, I have achieved 80% success for both business and personal life, with the support and understanding of my husband and family. Bu there is still other goals I need to achieve, like my children's future.

Technology has grown and evolved since I first started working. All these improvements in technology have changed my whole life, both in business and communication. Because of technology modernization in the Industry 4.0 era, there has



been a rapid change in the world, including Cambodia, which has required each of us to work harder to build our capacity and make our businesses more competitive in the market. For example, in the past, our tourism business was completely dependent on the sale of our package to our business partner. But currently, 20% of the total revenue we generate comes from direct selling of tour packages to individuals who book directly through our website or Facebook page.

**3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

I think technology has improved greatly comparing to the time I just started my first employment. This progress of technology has changed the ways I live, make businesses, and communicate with others. Due to the development of the industry 4.0, there is a rapid change around the world, including Cambodia. This requires each of us putting more efforts in building up our capacity and continue to develop it every day in response to the global change and to grow the businesses in this competitive market. For example, in the past, our tourism business was completely depending on the sale of our package to our business partners abroad (Business to Business - B2B), but currently 20% of our total revenue is generated from the direct sale of tour packages to individuals who do online booking directly through our Website or Facebook page.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Technology really plays a vital role in my company's development. In fact, the advancement of technology has greatly helped our business, especially the use of social media like Facebook, Twitter, and website to offer more efficient and accurate information to target customers. In the past, in order to do a presentation to our overseas partners about our local tour service, we had to spend time traveling to the places to take pictures and print a tour brochure. More than that, I had to drag a suitcase with my promotional materials every time we went

abroad. But now, it's easy to find Information like Angkor Wat or other tourist destinations in Cambodia to put in our newest package by just typing in Google, and that saved us a lot of time and a large amount of budget. In addition, our overseas partners, both old and new, can download information and receive our promotional presentations by searching on our website or our Facebook page, which shows ours activities and available services. Technological advances in social media have reduced the costs of producing brochures, human resources, save time, and allow us to focus on other areas of business.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

In our company, we set email as the official method of communicating within the organization. We use email for all work communication between the staff and management. Same in communicating with business partners and clients. All flow of records, invoices, and books from clients is stored in the computer system of the company. We use social media such as Facebook for instant communication. Technology has helped my company grow fast and become better known through advertising on websites and social media. My company also uses technology like Fingerprint to manage employee's attendance, as well as working with local banks to process staff's payroll and facilitate the payment of guests through e-banking or e-payment service.

**6. What is your leadership style? How do you manage a business that uses technology?**

My leadership style is far away from over-control because I like to hear the opinions of the team members and give them the opportunity to feel comfortable in sharing ideas for company growth. But it also needs to be monitored by management to give comment on some loophole in order to achieve better results, and help to broaden their prospects and vision. In particular, I always provide the opportunity for them to grow by offering incentives and rewards for the dedicated staff at the company. Personally, I use email to communicate, discuss and manage staff.



**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

When it comes to business and technology, it is not a problem whether you are a male or female. The issue is related to these questions: What do they love? What business do they want to do? Are they familiar with the sector and the business that they want to open? Do they have experience and management resources in running this business? And if they want to utilize technology to facilitate the business, do they know exactly what kind of technology they need to utilize to get the desired-result? So it's not about sex or social standing, but about the person. They need to know exactly what they want and what knowledge and experience they need to work on to reach the goals set with a clear business plan.

**8. What are the advantages and disadvantages of doing business using technology?**

The main advantage of technology is that it can provide clear and specific information that can meet customer needs faster and more effectively. On the negative side, technology is the reason for the loss of human interaction. It sometimes led to widening gaps between people, giving weight to the adage that says, "As far as near, near as far". This is because everyone is so focused on their smartphones and other tech devices that they neglect human interaction.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

In a competitive local and international market, people in the management level, including myself, needs to continue to develop and learn more from the experiences of others by attending workshops here and abroad and through online courses. Recognizing the potential of technology, I worked closely with local technology companies for nearly two years to develop a database management system for the whole operational flow of the company from accounting, invoice, to bookings. I believe that with this database management

system we can improve the overall performance of the company.

**10. Any suggestions or advice for other women who want to start their business?**

For those who want to start a business, they should first find out what their goals are, know their capabilities, study and build up their skills. They must know well about the business and learn more from the Internet or from past examples of successes and failures. They should also learn more about technologies that will help them grow their business. [W](#)



“

If you like to do things, choose what is right, value what you are doing and do your best.

# Mrs. Chen Sopheap

Founder, Keiy Tambanh Khmer

## 1. Could you please introduce yourself?

My name is Chen Sopheap, founder and managing director of Keiy Tambanh Khmer. Our business produces Khmer textile products and handicrafts. I started this business in 2015 with the aim of preserving Khmer culture, lessen migration of Cambodian workers to other countries and to prevent violence against women. I always loved to wear Khmer clothing, but Khmer silk and Holm Sung Khmer, can't be used every day and a bit expensive. Hammocks Khmer is a type of fabric that can be used every day, but it is difficult to find on the market. Quality and color are also limited. The weavers have to work in the dry season and in the rainy season they have to do farming because the need for Hammocks Khmer only comes during

the Buddhist festivals. Thus, I created jobs for them so they could earn more, lessening the possibility of them going to other countries for work. Besides being a business owner, I am also the Chairman of the Board of Directors and a shareholder of Fountain Partners Plc. I am also a trainer for soft skills and business at the Institute for Success and an Entrepreneurial Consultant and Ambassador for Leadership 2017-2018. I have 10 years of NGO experience in public health, maternal and child health, HIV / AIDS, disability and community development.

## 2. How do you define success? Where do you find yourself now - in terms of success?

The success I have achieved is linked to the things that I am closely connected to in my life: love, will, virtue, morality, and the support of my parents, family, community, and society. All of those helped me achieve my dreams. Some people think that success is only having a lot of money, holding a high position in society, or owning big companies. That is not always the case. A student who achieves a grade of A or B achieves the same in his/her own way.

In short, success does not matter, small or big. What matters most is for individuals to persevere, never give up, and expand their knowledge, skills, and abilities. For me, the success I achieved was different because I went through different stages through the work I did and was doing. I created the Khmer Textile Association to revitalize and support the Khmer people through the production of quality items. I created a dream and a vision for my business by creating the market for Hammocks Khmer, so that our products will be recognized and accepted for their quality without caring about the cost. I needed to change the mindset of people who previously thought that Hammocks Khmer is of low quality and cheap and only good as a gift. I am confident that with creative ideas and clear plans, we will gain the support of local and international Khmer people, as well as two major airlines who buy Hammocks Khmer to make uniforms for their staff. I started a business that others saw as a losing venture. I saw the opportunity to capture the hearts of customers who are looking for Hammocks



Khmer. Our products are comparable with imported items marketed throughout Cambodia's 25 provinces. So far, I have almost 300 in the areas I work with.

One of my successes is being able to create jobs for women in underprivileged communities. If the price of our products does not fall, women are more united, take ownership and contribute to the betterment of family life, they can help reduce migration, domestic violence, and, most especially, preserve traditional Khmer culture. We also added more products, including pure silk, hammocks, Banteay Srei and Khmer Krama, to meet the needs of our customers, who continue to support Khmer weaving.

**3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

In this digital era, technology is helping to grow my business by up to 30% through the use of delivery apps, websites and social media, including Facebook online selling and Instagram. I use Facebook to boost the sales, and also in the ordering and selling processes, which are done directly with our customers. In Cambodia, people are into social media to get any news update, so I make use of this for my business.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Technology plays an essential role in business growth, but there is still a gap in understanding and adaptation for the majority of older people and family businesses. Technology in business allows a company to improve both its performance and overall effectiveness. Currently, our website and social media like Facebook and Instagram have helped us to do direct marketing. Communication, both internally and externally with customers and partners, has become easier through Facebook Messenger and Telegram. Additionally, iBanking / Mobile Banking services at ABA have made money transactions much easier and convenient and reduce the risk of loss.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

Customer's behavior in shopping has changed much in the last few years, from traditional shopping in markets to more convenient shopping by phone using social media like Facebook and Instagram. In response, we created our official Facebook page, named Keiy Tambanh Khmer, which helps our digital marketing reach a mass target of customers, both old and new, more effectively and with less cost compared to traditional marketing. Furthermore, customers can check our new styles and latest activities on the Facebook page and they can do a direct order through Facebook Messenger, which boosts our sales a lot while helping create an immediate retail relationship with our customers. In terms of communication, internally and externally, the cost is less and more effective through the use of apps like Line, Telegram and Facebook Messenger. Internally, we use Telegram to communicate with our staff and women's groups in the provinces. Operationally, we use QuickBooks to keep track of our account transactions and daily reports of cash in / out which is more accurate, cheaper and effective.

**6. What is your leadership style? How do you manage a business that uses technology?**

I am an active and democratic leader, and I value the involvement of all levels of staff because every idea is useful. I teach my staff how to use the technology that I have decided to use, including sales reports, monthly and weekly plans, other business-related information, and training. I also need to learn more about the technologies that I do not know yet by researching and asking someone who is more skilled on them.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

Women are still the backbone of the nation, no matter what their role is, a housewife, an entrepreneur, an employee of a company, a director, or a government employee. Women in business and technology today have started to emerge, especially

among young women entrepreneurs who have the potential to start their businesses and gain more technical knowledge.

However, technical knowledge is still somewhat limited as women entrepreneurs need to learn more to help their businesses stay up-to-date by learning more English to better understand and apply new technologies. Most small businesses owners start with limited capital, therefore they are unable to hire a professional to help them.

I don't think that Cambodia is old-fashioned; it just takes time to develop and learn as much as many developed and advanced countries. For me, I still see that Cambodia is making great strides in technology, especially among young students.

#### **8. What are the advantages and disadvantages of doing business using technology?**

There are always advantages and disadvantages to technology, so we must learn to use them properly. Technology will help businesses thrive if users manage their time effectively and track their technology to be sure that it is providing safety and security. As many of us know, there have been several problems that have plagued technology, including destructive acts by hackers. Hackers have destroyed information of business owners and even mislead and cheated consumers by extorting money. Also, some hackers are able to steal valuable business data due to weak passwords protection.

#### **9. As a business owner, how do you prepare yourself to take advantage of technology?**

I love studying and I am a quick learner of what I want to know. I study before I decide to get any technology by simply asking tech guys. If I need technology and I can't do it, I'll seek help from someone who knows. I am certain that there is nothing we cannot learn if we are determined. Women who want to start a business must be ready to use any technology that fits their business.

#### **10. Any suggestions or advice for other women who want to start their business?**

I would like to extend my advice to our Cambodian

women who want to start a business but do not know where to begin:

- Get to know yourself first and love the business, don't follow others, because they have earned a large amount money.
- Learn because the technological era is fast-paced and keeps changing. Keep learning because sales, marketing, financial management, staffing, and risk management are based on knowledge and experience.
- Be willing to persevere and not give up. Doing whatever is based on your skills and knowledge.
- Improve your leadership skills. You can, attend relevant training, read books related to business and don't dare to do it without knowing.
- Learn about the markets and the customers. Customers are important because customers quickly are changing products and services because they always want to try and learn new things.
- Do business that customers need, provide them with products or services that they cannot find in the market and those that meet their requirements.
- Plan your business first - don't just do for the sense of doing. At least know what you want to achieve in the first three years, the next five years, and what you want to achieve
- Must be good at communicating, networking, and helping people grow business ideas with real action, especially with the courage to make decisions and persuade families to support what they want to achieve in life. [w](#)

“

A Women is like the sun, the more she shines, the more beautiful she is

# Mrs. Chea Sokheak

CEO, Sorya Center Point and Ratanak Plaza Supermarket

## 1. Could you give a brief introduction of yourself?

My name is Chea Sokheak, the director of Sorya Center Point and Ratanak Plaza, and a mother of two daughters. I have been with the company for more than 10 years, starting as a regular employee before becoming the CEO of the company. Working to develop my self-confidence was the main reason for my success today. In addition to being a supermarket superintendent, I have several other roles:

- Vice President of ASEAN Business Association (ABA)
- Vice Chairman of “One-Way Belt” of the Young Entrepreneurs Association of Cambodia (YEAC)

- Member of Cambodian Women Entrepreneurs Association (CWEA)
- Leadership Goodwill Delegation 2019
- Champion Women’s Forum Debate Leadership 2019

## 2. How do you define success? Where do you find yourself now - in terms of success?

For me, success is there when the outcome equals or surpasses the plan or goal we expected to achieve. In particular, one’s plans or objectives are always changing according to age and social context. In the past, I thought that having a cozy little family, a job with a decent income (not too much and too little), and having a simple life is already a very successful life. But my idea changed when I started to socialize and get to know the good people around me. Through their example, I began to realize that in reality besides ourselves and our families, we must do useful work for our society and our nation as a whole. That, for me, is real success in life. For this reason, I decided to participate in programs designed to promote a positive mindset shift, especially promoting women’s values in society. However, the path to success is not always easy - I have accomplished many plans for myself and those around me, but that is not enough.

## 3. What do you think about today’s technology? How does technology help to boost your business to an advanced level? Why?

Everything in this world is positive and negative, and so is technology. Due to advances in technology, we can now communicate more easily and quickly than before, with many patients accessing effective treatments (for diseases such as cancer) through advanced technology. Technology has made life more beautiful and easier for us. But we must keep in mind that technology can be positive or negative depending on the user. Using the right technology will make our society better, but using it the wrong way will negatively impact society. Smartphones and social media are the perfect examples for this. In Sorya Shopping Center, technology plays an important role in communicating and providing quality services to customers. In the past, we used regular tickets for car parking, but that has become





a problem for management with monitoring costs skyrocketing. We did a 120 degree turn and employed a technology-based parking management system that is much cheaper, more convenient and ensures the safety of vehicles and their occupants. In the cafeteria, we have gone a step farther in making payments more convenient to customers by moving on from the exchange of coupons to card coupons connected to a computerized management system.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Technology indeed plays an important role in the development of Sorya Shopping Center. We can see the importance if we look at the efficiency and the benefits that come from the presence of technology that has been offered and served. This includes many types of services offered to customers. When the customer enters the mall, every service is being served with technology. Instead of using the standard stair, we have installed the elevator for them. Also, we feature hand-washing technology in the bathroom, which aims to achieve good hygiene while saving resources and maintaining the environment at the same time. Things are much more advanced and easier to access through technology. Turn your attention to them to better demonstrate the work efficiency that enables organizations to run smoothly. We have also devised a system to manage the flow of customers and we even receive a report immediately upon closing the mall.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

Due to the advancement of technology and to improve the business of Sorya Shopping Center, we are now transforming the existing technology cycle to facilitate personal management including: the role of communication between clients, business partners, and our staff, changes in complex stages from the past, where communication was done by mail or required face-to-face contact. But now, using email and Telegram is a better way to

communicate. These communication technologies are much faster and even allow clear pictures to be sent. Additionally, the IT staffing system also contributes to the acceleration of work and enhances the accuracy of the process of verification of the cycle through fingerprint scanning technology, and total payroll through QuickBook and Excel, with Quick and clear. We are also looking at an automated personnel management system instead of these mentioned stages where several monthly cycles and additional payments are rolled out and paid at the end of each month for automatic verification. In addition to managing the entire rental market, we also have a management technology called Contract Management System (CMS) that explains the important functions that are put in place for us. Even more important as we move forward, we are focusing on another new technology called Enterprise Resource Planning (ERP) to integrate both business management and business management systems - selling financial accounting, personnel management and customer relations, including management, all in one technology.

**6. What is your leadership style? How do you manage a business that uses technology?**

My leadership style allows me to always adapt to real situations. Different situations, different models of leadership, and leadership for businesses that use technology need to be flexible to foster innovation and positive change. That is the key to development. Sustainability: Leaders in businesses that constantly use technology are focused on (outcome) with less focus on the process. That is, leaders do not have to monitor employees' work all the time, they can give their employees more time to work online (from home, from a cafe or somewhere outside the office), which can improve efficiency and productivity. Also, when staff is put into groups and work-life balance policies are in place much can be accomplished.

**7. What do you think about the role of women in business and technology?**

Studies have shown that businesses with the engagement of women interestingly seem to be more profitable and productive than the ones that

are not. Likewise, institutions with a majority of female leaders are often more successful than institutions with a majority of male leaders. The above shows that women play an important role in business and technology and should be encouraged to take on leadership and decision-making roles, especially in the digital economy context as technological advances make it easier for women in business. Additionally, women can work online (from home) and take care of their families.

### **8. What are the advantages and disadvantages of doing business using technology?**

Of course technology plays an important role in businesses. But not all technology-driven businesses are a success, especially those that provide services and hospitality that require the attention of service providers. Technology is already part of the business, but we can't count on it since technology is like a crash machine, it can malfunction, lose data or important company information due to the deliberate or unintentional mistake of the users and the offender. Also, investing in quality technology systems requires a detailed study that takes time and resources, which can be a challenge for small and medium sized businesses. Also, the use of technology requires people with sufficient knowledge to use it and they must be prepared to avoid and solve any potential problems that can occur at any time.

### **9. As a business owner, how do you prepare yourself to take advantage of technology for doing business?**

Investing in quality technology can be costly, and business owners should be aware of the technology before investing resources and time to implement it. Not only can we lose money and time, but the safety of the company and customer data may be jeopardized as well. Furthermore, technology transformation is a change that requires a high level of commitment, dedication, and effort, especially changing the mindset from a traditional management style to a technology management style. Also, as we own the business, we have a stake in the technology as we look forward to bringing the latest technology, business development, and

modernization to our partners and customers. Therefore, we now have a detailed study of the technology we are going to launch, studying every possible case, and taking preventative measures to avoid the possible problems.

### **10. Any suggestions or advice for other women who want to start their business?**

A successful business is a business designed to solve customer's problems or concerns, not just for profit. Innovative businesses with a lack of vision can face closure due to a lack of customers. Successful entrepreneurs are the ones who get the chance to observe the issues and find opportunities to handle those issue. The same is true for women who want to start a business but do not know where to start or how to find the market by observing the issues around them. Those are the opportunities that they should embrace. In the context of the digital economy where technology learn, woman should those technologies and use them for the benefit of their businesses. [w](#)





“  
Knowledge alone  
is not enough to  
be successful.  
successful leaders  
need to be patient,  
experienced, and  
self-disciplined with  
their integrity and  
stability

## Mrs. Chev Sokhun

Founder and CEO,  
KAT Appraisal  
Company

### **1. Could you please introduce yourself?**

My name is Chev Sokhun, 31, Founder and CEO of KAT Appraisal. I have a bachelor's degree in law and a degree in education. Initially, I started working for a real estate appraisal company for three years, and then I got a project related to housing development where my focus was on sales and marketing strategies. I also started my own business and registered it in 2016. The reason I decided to set up this business was to provide professional appraisal, buy, rent or lease and provide opportunities for real estate students to learn about this profession, knowledge that they can use if they want to start their own business in this area. Also, I want to challenge myself and Cambodian society as a whole that women can create their own companies and produce more local real estate professionals with proper licenses. Moreover, they can learn and benefit from such functions as meeting clients, property valuation and so on. We are playing an important role in advising clients.

### **2) How do you define success? Where do you find yourself now - in terms of success?**

For me, success does not refer to wealth or knowledge, but to the achievement of a goal we set, and success requires that we have to be persistent and should persevere. Be honest and show to people around us that we are truly capable. So far, I found out that I've achieved about 80% of my career goals, and now I can afford to lead my own team and company.

### **3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

Personally, I found out that today's technology is very advanced and provides a lot of convenience to consumers, both for communication and for business. We are now in the 21st century, so technology plays the most important role. Facebook, Line, and Telegram are much more effective for communication with customers and we are able to reach our target consumers and build a great reputation much faster than before. Using technology for promotion costs less and is much more efficient.



**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Technology plays an important role in business development. For my own business development, I mainly advertise on Facebook, as it can introduce and transmit information to clients quickly and easily. In addition to Facebook, we also use email and Telegram to provide product-related information to target customers. Currently, for my own business, there is a CRM built-in website. When clients click and search for property they want or are interested in, the system provides our team customer's information like email or phone numbers, which allows us to contact them directly.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

To increase our production, we personally use Telegram, Line, WhatsApp, and Messenger to communicate with our own team. This enables each and every one to send reports and communicate much more effectively. We use cameras and cutting-edge technology for promotions and technical groups to help provide more services. Currently, we use e-banking or e-payment system, making it easier and faster for customers to make payments and for us to pay our staff.

**6. What is your leadership style? How do you manage a business that uses technology?**

My leadership style is to allocate the work to each unit. For example, the condominium team is responsible for the villas and the specific contract for each of its target clients. In addition, they must be self-sufficient and responsible for their work. All of their work is primarily based on the performance of each task.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

It is very important for women in business to make their own decisions. Most women in our society want to rely on their husbands. But in my opinion, women can do more than men in terms of

out-of-home business, house work, and childcare. Also, women can do business at home with the help of online technology.

**8. What are the advantages and disadvantages of doing business using technology?**

Doing business using many of the essential features, such as being able to advertise the product to meet the customer's needs, can also provide specific and immediate information to the target customers. On the other hand, if we use excessive or unscheduled time to provide information to customers, it can be a hassle for them. Moreover, our data may not be secure, so we need to be very careful before sharing anything on social media.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

As business owners, we must be ready to grow and develop to meet the needs of our customers more easily and confidently. We are planning to create a mobile app that displays information and transactions related to real estate, such as land, houses, and buildings. Through this app, customers can also assess the real or estimated value of their properties.

**10. Any suggestions or advice for other women who want to start their business?**

For those who want to start their own business, first of all, they should learn more about the business they want to build and build upon their experience, and then set specific goals for the next five years. They can start on Facebook, Line, Instagram and other forms of social media. [W](#)



---

Womentum is a one-stop-shop  
Community of early-stage entrepreneurs  
to connect, learn from each other and  
access resources to launch and grow  
their businesses within their countries  
and across the region

---

“  
The uniqueness  
of women is  
perseverance,  
Patience is the path  
to success! don't give  
up what you can't do,  
nothing you can't do

# Mrs. Touch SreySophea

Founder, Vego Salad Bar  
Restaurant

## 1. Could you give a brief introduction of yourself?

My name is Touch SreySophea, mother of three children, and founder of Vego Salad Bar Restaurant. We have been in operation for about 10 years and our aim is to provide high quality, tasty, healthy food, with customized salad menu. Additionally, I am also the creator and page manager of Vblogger Facebook page & YouTuber Sophea Lifestyle page which provide consulting services where I have served as a grooming and fashion coach and personal stylist to all companies, banks, hotels, and individuals since 2017. Doing Vblogger is a part of fulfilling my childhood dream to be a designer. However, due to my duties as a mother and wife, this dream has been difficult to fulfill. I first started this page with technical support from Life organization just to share knowledge about lifestyle, beauty, and grooming without expecting to earn a profit. But, unexpectedly, I have received a lot of emotional and financial support from many people which has encouraged me to push forward.

Being born in a family who held the traditional perception that girls don't need higher education, I only graduated from grade 12 due to my family's pressure to start working in order to help share our financial burden. Pursuing higher education was still in my mind even though my schedule was full. My first job was as a full-time service provider. I had to give a full salary to my parents, but I saved my tip money and used it to pay for short courses in Computers, English, Communications, and International Relations. My hunger for learning and growing pushed me to apply for my first professional job as a secretary at a mining company with the main duty of typing in the Khmer language, even though I lacked experience and skills during that period. In 1999, I undertook mechanical engineering training in Canada for one month. As a hardworking and committed employee, I was given many growing and learning opportunities for the past five years, including attending the World Expo 2012 for three months in Yeosu, Korea and World Expo in Italy for six months in 2015. In 2001, I resigned from the company to get married to my husband and moved to Siem Reap, where I was given the opportunity to manage my family's hotel







and spa service. After seven years of spending time gaining experience and saving money, my family moved back to Phnom Penh, and that's where my journey in business started. I opened a spa service, Khmer restaurant and construction materials retail business, all of which failed due to factors such as people issues, competitors and high expenses. I have many faults which I am really thankful and appreciate for leading me to who I am today.

**2. How do you define success? Where do you find yourself now - in terms of success?**

Personally, success to me is when I see that my lovely children and my family are healthy and living a life full of happiness. Especially, doing what I love is the most important part of my life. One of which is to achieve my childhood dream and I am still on my way to achieving it. Part of this dream, is to begin growing my consulting services that focus on grooming class, fashion coaching, and being a personal stylist. For now, I am not at the stage where I can consider myself a successful individual. There are many things that I need to learn and continue to improve, in order to reach my set goals.

**3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

Being born in 1979 was a difficult time for everyone, including me. Even having access to education was challenging, and access to technology was non-existent; all the work was done by labor and mutual work which was costly, caused low productivity and was time-consuming. I think today with modern technology the world has become smaller and more accessible. More than that, internet technology is the main force behind the growth of my business through social media like Facebook or YouTube where information is limitless and spreads out fast to the target audience. The power of 4G internet access has changed people's behavior from using TV or radio, to accessing information from Facebook and YouTube anywhere and anytime. The Facebook page of Sophea Lifestyle already reaches around 20,000 followers and the average views for each video goes up to 20,000 with our educational video content. Without a doubt, Sophea Lifestyle Facebook page would not be able to continue further without

the Internet and social media. To keep up with customer's preferences, we have created the Vego Facebook page to do direct digital marketing and pre-booking from our customers, which helps reduce the cost of traditional advertising like magazines or newspapers which are expensive and not really effective in reaching our target audience. When we take a look at the numbers, we have a 20 percent increase in sales with the cut down on the expense of advertising, while our presence becomes more visible for customers and to book online.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

It goes beyond "Yes" to me. Social media technology like Facebook, YouTube and Websites are crucial for both of my businesses. As you know, technology is at the core of my Vblogger Facebook page and YouTube Sophea Lifestyle page. Without internet technology this business is unlikely to continue. Preparing a script for the content topic and using a camera to take a video with a simple click to upload on a Facebook page and YouTube, my video has reached thousands of people within a short period of time with the power of the Internet and social media technology. Back to my Vego Salad Bar Restaurant, the role of technology is to go beyond just doing digital marketing and pre-booking service through Facebook Messenger. We have a partnership with a tech company like Nham 24 delivery service where customers can order everything from our menu through the app. Under this partnership with the use of application technology, we benefit a lot from saving the cost of human resources to deliver and asset spending like motorbikes. It also helps to improve customer experiences with us through convenience and fast service.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

To communicate and manage the work in my workplace, I use social media like Facebook Messenger, Group Chat and Telegram as tools because they are fast, inexpensive, accessible and convenient. For example, even if our team members are in two

different countries, a meeting can be held through the Telegram call. For customers, my main communication channel is through Vego Facebook page and delivery partners like Nham 24. For operational flow, I normally track and manage the shop's operation through CCTV and POS (Point of Sale) system, which is a software solution to help process payments and to easily record cash in and out without being afraid of fraud, loss and inaccurate information. Importantly, we apply e-payment for our customers and suppliers to make cashless payments to ABA bank and Pi Pay for goods and services. It presents a number of advantages in comparison to traditional payment methods. These advantages include time savings, increased sales, and reduced transaction costs.

**6. What is your leadership style? How do you manage a business that uses technology?**

My leadership style is to create a sense of teamwork and family by simply giving time to listen and advise with a face full of smiles and understanding. Leading people with heart respect and care is the reflected mirror of what I want from everyone. Everyone is a part of the organization's growth and everyone is important, no matter who they are as long as they are willing to learn and grow. I always give the opportunity for our people to grow their skills and experience.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

In today's world, in my view, there is no gender difference when it comes to technological literacy; everyone can become exceptional based on their skills and knowledge. For me, I am a modern leader whose strength is not lower than a man's when it comes to ideas, experiences, and leadership. I value my presence as being a strong woman leader in this developing country, where gender inequality and cultural constraints for growth still exist.

**8. What are the advantages and disadvantages of doing business using technology?**

Saving my time and enhancing my work process to be more efficient, faster and easier are the

benefits that modern technology has brought to my life. There are two sides to technology, positive or negative. If you don't carefully and smartly utilize technology, it could have a negative effect like what we see with social media, where it causes a widening gap in human connection and pushes people to lose their true selves.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

As a business owner, I value the role of modern technology and keep myself up-to-date with the fast changes in technology so that I can apply them to my business in order to increase growth and reach my set goals. In the future, I plan to cooperate with our local tech partner to develop a customized app for Vego to offer customers better experiences through online ordering and information access through our app.

**10. Any suggestions or advice for other women who want to start their business?**

My message to all the women out there is, if you want to start a business with the help of technology, you need to know what you want and the goal you want to achieve. By applying the right technology in your business you will avoid wasting time and resources. [W](#)





“  
Technology assists  
me completing  
my work quickly.  
I can do both  
traveling oversea  
and managing my  
business at once

# Ms. Yuy Sophanith

CEO, NA Brimex  
Company

## 1. Could you please introduce yourself?

My name is Yuy Sophanith and I am 28 years old. I have three siblings, and I am the eldest daughter and have two younger brothers. I grow up in a family of civil servants. I hold bachelor degrees in Law (Khmer and English). After graduating in 2014, I started a business, but not in the legal field. I began an import / export company offering beauty products in three major categories - nutrition,

cosmetics and skincare. I recognized that the market for quality beauty products was growing, and I wanted Cambodians to live a happy and healthy life while also increasing my income. So, I started small with just two people, me and my first staff. I began in a very small office with just one computer because at that time I lacked resources and experience. Starting small was the wise thing to do because if the business failed the losses would not be huge. Before I started, I had to make sure that my products were of high quality, so I visited a factory in Malaysia to check the quality of raw materials imported from Japan and to ensure a quality production process. Before placing the product in the market, I tried the products myself and also had my relatives try them so I that I could be sure they were safe and effective. I knew that in order for me to have a successful and sustainable business, quality was going to be a key factor. Some products were still new to Cambodian customers, so we needed to create market for ours products to jump in. Six years ago, there was not much interest in nutritional beauty creams, lotions and other beauty products, as consumers were not yet aware of the benefits of using them. So we not only started selling our new products, we also educated customers about the benefits of our products to pave the way for future market expansion. With quality products and clear market plan, the business started booming, and now we have more than 20 employees, and our products have been recognized by the public and many relevant ministries.

## 2) How do you define success? Where do you find yourself now - in terms of success?

To me success is an achievement, which is not measured by the amount of your profit, but rather by the happiness of your team in completing their jobs under the same goal, the improvement of every stakeholder's well-being, and especially the customer's satisfaction. In terms of success, I would not dare to say that I am on that stage now, but I am very sure that I am heading in the right direction, and I predict that in the near future we will see the bright side and will become successful.

**3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

Well, I think today's technology is a magic. It demonstrates that humankind is very smart to always find a better way to perform a job. I cannot deny that part of my achievement is credited to the opportunity that I have been provided by this technology era. Google always help me finding answers. I can see the world from mobile phones. Everything is connected and incredible. Technology performs very important role in my business. Talking of technology, it is a broad topic, Inarrow it down to my current business (Beauty Products Distribution Business).

I mostly use social media to keep in touch with my employees everywhere I travel in the world. We feel close and well managed by using video conferences. We update our work by using organizing tools like Wunderlist, Trello, Slack and so on. Technology also greatly benefits our overseas supplier relationship. It is also extremely helpful for researching more reliable sources of information, while also allowing us to receive feedback from people around the world. And it is even more valuable to our financial accountant system, HR, etc. I am grateful to be living in this era and to have technology that allows me to become more productive. I cannot imagine how we can work without the Internet and technology.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Obviously, technology plays a very important role in my business, so the employees that I chose must be curious and want to gain new knowledge. This includes knowledge on social media and related technology like Telegram, WhatsApp, Messenger, mobile Apps, websites, email, etc. So, for many types of information and other jobs, we can send them audio files and documents, and all my comments and approval can be done digitally, even signatures. Technology helps to complete work quickly, and I can then spend time

traveling far away and still be able to manage my business. Therefore, internal business management involving the management of funds, inventory of goods, sales, profit, money that someone owes, what day to take the money, or to send goods have become easier and more efficient. All these activities I can monitor without having to go directly to the company, and I am able to do so in less than a minute by using technology like QuickBook, Quickzero and more. As for my own business relationships, there are many areas such as marketing, sales, stocking, that if there is no technology, each department would need to meet to extract information from each other, and that would be very time-consuming and expensive. With technology it is easy to integrate and collect data. For example, marketing staff usually have to get information about how much product is sold and how to improve marketing to increase sales; meanwhile, sales need to know how much stock is needed.

This information is easily known through my business management software, so employees just focus on their particular work and allow technology to supply the information. Because of technology, my business has grown rapidly. I believe that I will keep using technology to help the business grow even more.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

As mentioned in the question above, I use technology to communicate and manage staff and the business as a whole. For communication, I use applications such as Telegram, WhatsApp, Messenger, email, and more. Also for internal management, I allowed the software and program developer to create a management system specifically for my own business. Every business owner has to choose the right software and management system for their business. If you don't have the technical skills do it yourself, you should look for professionals and work with them for highly effective outcomes.

**6. What is your leadership style? How do you manage a business that uses technology?**

Well, personally I am a results-oriented type of leader. I don't focus on how much time you spend at the company; I only care about how much impact an employee makes and if they reach the company's target. I am usually very busy and doing many businesses at the same time. I have set Telegram as the official communication channel. Everyone needs to use the application for opening payroll, for to-do-list, and for working professionally on emails. I use a lot of the latest systems for management in every department and even submit all reports online and in person. I often reminded my employees that they are fortunate to be born in this generation and that they need to use the available technology in a good way or they will find themselves left behind.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

Cambodia is a land of opportunity. And as one of the women entrepreneurs in the Kingdom, I think we are even more aggressive compared to men sometimes. So, I think the women's workforce in Cambodian society plays a very important role in economic growth and development, and technology is an important means to help them accomplish their potential. I think many Cambodian women have already established themselves in a very good manner. Thankfully, even in Cambodia, things have changed and now we all together work for a better future.

**8. What are the advantages and disadvantages of doing business using technology?**


In my own perspective, technology can help improve our day to day lives and how we work. Here are some of the main benefits of using technology: Providing a source of information, connecting the world, improving productivity, and accuracy and effectiveness of work. However, there can be an over-flooding of information and data on the Internet without clear sources. Without

deep knowledge and understanding, we can easily receive or convert inaccurate data. Have you ever felt that we depend too much on technology? What will happen if one day if we wake up without Internet, electricity or smartphones? All those questions are frightening for us to imagine. More importantly, being overly dependent on or careless in using technology will make one vulnerable to hackers and many forms of cyber-attacks.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

I suggest that people try and grab all of the advantages that technology can bring and prepare yourself to learn and update as much as you can so you are ready for the rapid changes in technology.

**10. Any suggestions or advice for other women who want to start their business?**

All right, my suggestion is don't wait until it is ready. There is no such thing as the "right time". You need to face it, twist it, work hard and live with it until you get what you want. To start a business nowadays is very easy, you can always use technology to search for information regarding your business and you can go through the suggestions that you find or use business sharing applications like WoomenTum, the app that supports women in business, which offers more real life experience. It is worth more than anything to learn from someone's experience. It can truly help you to get where you want to start. Also, I am happy to share anything if it offers an advantage for everyone. I am looking forward to the growth of our community with more successful people in both mindset and business and who use technology to share to the world, because we all deserve to live in a better world. 



“Women are now fighting against the stereotype of saying that women cannot do like men. It is noticed that women of new generation are starting businesses with creativity and using technologies for benefits of their businesses

Ms. Thaung  
Thyda

Founder, Thaung  
Enterprise

**1. Could you give a brief introduction of yourself?**

As a young Cambodian of Generation-Y, I am passionate about food, especially about creating natural sea salt. Born from a salt farmer family, I have inherited the salt farmer's blood and I know the tradition of the salt industry and how its production process work. My background comes from Law, Sales and Marketing experiences I have zero knowledge about the food sector, but I love and I want to contribute back to the community. I started this salt project in 2017 by converting from a family business to a social enterprise. In an effort to keep this traditional business alive, I created a continuous development model of family-owned farming that has over 30 years of experience. As a member of the younger generation, I am passionate about food and wants to bring quality products to the marketplace at a fair price, create sustainable development and boost revenues for our farmers, At Thaung Enterprise we do our best to share these social outcomes with our farmers. My aim is to deliver the treasures of Cambodia to the world, enhance the life of farmers in my hometown-Kampot, and to be a model of sustainable farming.

**2. How do you define success? Where do you find yourself now - in terms of success?**

The word success has different definitions depending on the individual. Some people put success in terms of money, the more they earn the more successful they are. Others focus on their well-being, wellness, family, give more than they take, contribute, and attain happiness and so on. For me, I feel I am a successful person in Cambodia in terms of contributing more to help the community, which is where I come from. Our company vision is very simple, we envision a future where policymakers, distributors, and consumers understand and value the benefits of Kampot's natural salt. Our primary purpose is to provide consumers with high-quality natural salts and derivative products, while at the same time creating jobs for farmers in our community. We contribute to the local community more than we demand from them, and we are committed to preserving the agro-ecological equilibrium.





**3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

Technology has revolutionized the world. Technology has created amazing tools and resources, putting useful information at our fingertips. We are moving forward with the era of technology, especially when we are talking about Industry 4.0, where technologies are needed around the globe. Digital technology has also changed what people term as media, social media, smart manufacturing, global sales, stock exchange and even how my salt business is being run. In 2017, I started producing the new B2C salt brand, a first in the salt farm history of Cambodia. I found that the technology is very important in delivering the message to our clients and consumers, both locally and internationally. This has occurred within the last two years and a half.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Certainly, technologies are playing a very important role in my business, especially the digital part. Our marketing operation is based on two sides - B2B (Business to Business) and B2C (Business to Customer), with digital technology like social boosting our presence to the target consumers. For example, we sell through Facebook, our website and other e-commerce platforms. We created a traditional salt dryer machine to help during the rainy season and it helps to boost production five times higher compared to the traditional methods of using natural sunlight to dry. We use drying machine, salt cleaning machine and eliminating machine to produce a clean and hygienic package. To satisfy and meet the demands of consumers, we work with Joonak, a local delivery service, so we can deliver products and other orders fast and within the set-time. We also cooperate with international transport and logistics companies to export our products to the international market. More important part of business operation is money. E-banking technology is a reliable payment gateway for us to operate and process our payment with partners, suppliers and customers. This method is easier, faster and more convenient. Before, cash

on delivery (COD) with a delivery man was our first option for the customers to pay us when the product was delivered, but now we can pre-negotiate and settle the payment with money transfer through our ABA app.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

We have the machinery for processing in our production lab and ways to communicate better with our team. We have access to many forms of technology such as email, social media, and applications like Telegram, Facebook, WhatsApp, and WeChat to communicate with our partners and customers, both locally and internationally based on their preferences and context. For example, Facebook is an up-front platform to bring our brand and products to target customers through ads or posts, while we use WeChat to connect with a Chinese partner. Telegram and WhatsApp are common channels to communicate with other countries like Singapore, Thailand, etc. To control our operations, we are using QuickBook to manage stock, and our top management team does sharing in Google Drive so that they can work more efficiently. We also use CCTV to control our staff and the quality of their work.

**6. What is your leadership style? How do you manage a business that uses technology?**

We share the same responsibilities and decisions. I put myself in the position of a team member, not the boss. We delegate the work to each team and they have their own authority to decide. At the same time, we are using communications technologies like Telegram and Facebook as the main channel to keep everyone updated and aligned in the same direction.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

We see more women now involved in business and they are focused on what they are doing. Women are also smarter now. They keep up to date with what is happening in the world, and this includes



staying up to date with business with technology. Also, women are prone to diversity in thought and creation. They think differently from men. They offer more ideas and creativity to meet the needs of the marketplace. I see a lot of changes for women in Cambodia now. Traditionally, women were meant to be housewives. Yet, the world is changing, and, and people are becoming more open-minded. Today, Cambodian women are demanding and they are accomplishing things just as the men. We now see women of all ages, including those of the younger generation, owning innovative businesses, and creating start-ups that often make use of several technology platforms. The same is true for me. We own a traditional business, but we have learned to integrate technology in what we do.

### **8. What are the advantages and disadvantages of doing business using technology?**

The advantages of using technology in business include:

- Keeping up with the prevailing trends in the world.
- Faster, saves time, and reduces cost with one click.
- Increased productivity & efficiency.
- Effective communication.
- Mobile technology.

#### **Disadvantages include:**

- Another big expense
- Personal touch issue that comes when everyone is automated through technology, instead of communicating more with humans
- Technology often gives the impression of innovation, efficiency, and being progressive
- Some are using technology in an unethical way

### **9. As a business owner, how do you prepare yourself to take advantage of technology?**

Well, we live in Industry 4.0 now. As a business owner, we should be ready to integrate more technology into our business. We are planning for our app to share the advantages and disadvantages of using salt, ordering from our consumers, and we may have some payment gateways. We are planning to integrate smart manufacturing, color salting and drying machines to improve our products more

effectively and efficiently. And soon, our product will be on Phzar, a local e-commerce platform.

### **10. Any suggestions or advice for other women who want to start their business?**

There is always somewhere to start. Everyone can dream big and start very small at first. But you need to start now. Learn from your mistakes. Mistakes will hurt you, but remember that things that hurt can be good. It often brings you out of your box. Starting a business is not an easy job. But if you truly have your dream and passion, go for it. Do research, learn from the experiences of other people, plan your road map to let you know which way you have to walk. Plan well before you start, so it helps to reduce the risks and the loss of money, time and energy. Today, there are many organizations that you can access for help and assistance when you need it. Don't be afraid to ask for help. [W](#)



ck Pui sat 10000 20000  
lev

-Kagay Report should  
be fine today





“women have to work hard to learn new technologies and they have to be strong and responsible for their destiny to break free from all social stereotypes

# Mrs. Sang Meta

CEO, Smart Dealer  
Enterprise

## 1. Could you please introduce yourself?

I'm Sang Meta, and Battambang is my hometown and where I started a business. In 2007, I graduated from Build Bright University (BBU), majoring in Accounting and Finance. Recently, I finished my Master's Degree in Management at CUS. Regarding my business that I began in 2008, I started in the

telecommunications field as StarCell's SIM Card Distribution and Dealer at Meta Shop located in Battambang province. StarCell, as you know, later merged with Smart. My business has now expanded to 10 provinces nationwide.

## 2. How do you define success? Where do you find yourself now - in terms of success?

In general, for each person, success is defined differently, depending on the the ambitions they have. For me, success is the accomplishment of my own goals, no matter how big or how small. From my perspective, I am a human being who wanted to create an opportunity where I could upgrade my community and my living standard the way I always imagined. As a kid, my goal was to excel academically and graduate. Now my main goal is to strengthen and grow a sustainable business and to provide for myself after retirement. In addition to operating my current business, I came up with the idea of making a decent income after retirement, so I have been preparing a farm in Samlot to grow crops such as durian, rambutan and other fruits that can generate a decent income for me later. To be successful or to achieve our goals, we need to move forward and look for opportunities that fit our resources, capabilities, and abilities. More importantly, success only happens to someone who is passionate about chasing their target patiently.

## 3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?

If we compared it to the past, technology has now grown significantly, especially in areas like operations management, financial management, and communication technologies with internal staff and external clients. Our current period is called the technology generation. By using cutting-edge technologies such as social media or the Internet and other applications, the growth of new businesses will be boosted. Technology makes it easier to advertise products to consumers everywhere. It can also boost the business growth by lowering costs and reducing time. Once a company starts to integrate technology, some operating costs will be



reduced, such as employment costs, office equipment costs, product advertisements, and some administrative costs. At the same time, the operational time will also be reduced like communication to customers, making for a more convenient experience while also allowing the business owner to track the shipping and delivery more easily.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Before, I always asked myself whether I had enough time to check on my business if my business ever expanded broadly. As a result, technology's presence has made it easier for me to respond to this question, saying that I am in control of my business in a timely manner because of the advancement of technology has helped solve a lot of my difficulties. Practically, in managing financial accounting, we use ODOO, a software program purchased by other software companies, which allows me to accurately track cash flow, revenue, expenses, and other receipts. It has made things more convenient and reliable for my financial management. Looking into the advertising part, we have used social media and have created a company website which contributes significantly to providing information about new products quickly and efficiently. Moreover, social media also provides convenient monitoring of operations with staff, including sending reports and business contacts of outlying branches, which reduces travel time and other risks. In short, the advancement of technology has greatly facilitated staff management, financial management, and operational management.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

Currently, in business operations management, I use Excel in accordance with my staff's capacity. Also, in the future, I plan to use human resources management and operations management systems to monitor employee performance, such as manage monthly working hours, overtime, paid leave, and staff performance evaluation to provide additional benefits or penalties and to streamline workflow

more efficiently. As for financial accounting management, the company is using a system called ODOO to record operating income and expenses and to prepare profit statements, balance sheets and other financial statements that are necessary for analysis to make decisions. When it comes to communication, the company uses social media such as Facebook, Instagram, Telegram and email and others, making communication in both work and business quicker, which in turn increases work efficiency and productivity.

**6. What is your leadership style? How do you manage a business that uses technology?**

As a leader, I focus most on planning and classifying each employee's talent to fit each of their functions and try to make them work independently with their own decision making, putting them in a highly responsible position on the outcome of those decisions. Managing and assigning such works is beneficial to ease the management burden, while at the same time allowing them to strengthen and develop capacity. In achieving the expected results, the use of technology is crucial to ensure that management goes forward, such as receiving regular daily reports on time which is possible due to the existence of email and social media such as Telegram and Messenger.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

Equality between men and women must exist in business. Additionally, in other tasks every woman must strive to improve their ability, especially to access new advancements in technologies which develop to assist the work in the digital economy period to meet the demands of the heavy workload that had previously been thought that only men could do, especially in terms of managing and leading. Cambodia's culture and social perspective have always ranked or placed women lower than men, which is a boundary to improve women's capacities. The ideas that women have to live depending on a husband's income and that wives don't need to do anything besides housework is unacceptable and out-of-date. These are the

barriers that discourage women from reaching for bigger positions in private or public work. So, women have to work hard to learn new technologies and they have to be strong and responsible for their destiny to break free from all social stereotypes.

### **8. What are the advantages and disadvantages of doing business using technology?**

As I have explained above, the role of technology is to greatly simplify the operations and accelerates things for better performance. It is widely known that technology facilitates work management, reduces costs and helps make connections faster and more effective. Plus, technology delivers satisfactory results. However, technology also returns negative results as it requires frequent updating as operations change or because of add-ins. Also, technology only works for what it is designed and set up for. In some situations, technology is quite limited as well. Also, with the use of technology the human workforce will need to be reduced. Therefore, we need to take a deeper look at some of the positives and negatives to see if we can prevent the potential problems of technology gaps.

### **9. As a business owner, how do you prepare yourself to take advantage of technology?**

Therefore, to launch a new technology into the business, it is important to be well prepared, especially in terms of setting up technology and developing human resources to fully manage and use the systems. Moreover, business leaders are required to take a deeper look at the positives and negatives to be ready to avoid the problems that could possibly happen. Before the official launch, at least one of these systems has to be tested, so as to avoid an event that could cause serious business damage. On the other hand, we must also explore new technologies that are in line with the business we are working on to make work more efficient and accessible to all sectors. In particular, the financial accounting management system should be very precise in calculating cash flows. All of the operations, including the human resources management system mentioned above, will be streamlined throughout all of the HR functions that are crucial to the business process.

### **10. Any suggestions or advice for other women who want to start their business but don't know where to begin? And how currently available technology help them?**

In sum, I encourage the next generation of women who have already found themselves interested in having a business in the future, to acquire at least a basic knowledge and gain experience from the current practices or from new experiences acquired through research. Most importantly, I would encourage women to develop their courage and believe that they can start doing business. However, before starting to identify the preferred business, you need to study the factors that can lead a business to success, such as studying the market needs, potential locations, target customers, and other resources we have compared to the required resources. I want to highlight that “don't be afraid of failure at a young age, failure is not a problem, but it is a problem if we don't learn how to get up when faced with failure.” [W](#)

“

Every missing is  
not a failure

# Mrs. Phirum Dyphan

Founder and CEO,  
Mobile Health Care  
Company

## 1. Could you please introduce yourself?

My name is Phirum DYPHAN, and I graduated from a nursing program in 2001. I have worked for clinics and hospitals, including an international clinic, for 15 years. Currently, I am the founder and CEO of MUCH, where we provide patient care services at home. Our day-to-day service is a private nursing service for patients. We offer different packages for customers to choose, including half-day packages – either 12 hours in the morning or 12 hours at night, a 10-day package and a monthly package. Also, our services include 2-hour Life Support, where we often assist clients with Emergency Medical Care, using the bathroom, taking medicine and eating assistance. For my life experiences, I was born in Kratie in a rural area 80 km away from the provincial town. After graduating

from Kampong Cham Medical High School in 2001, I came to Phnom Penh to find a job. I started as a pharmacist, and I changed jobs 3 to 4 times in a short span of time. Fortunately, I was selected to work as the monitoring and evaluation officer at NGOs. At the same time, I worked at Calmette Hospital while spending my free time studying business management courses. Besides that, I also went to Thailand for five months to learn about dialysis. In 2015, I quit my full-time job and switched to a freelance job. Married with two lovely sons, I decided to start my own business in early 2016. I had a business idea a long time ago but I didn't know how to start a budget plan or how to form a team. At that time, I had no money, so my family didn't support me or maybe because of my zero experience in business, plus my need to support my two sons. In 2015, I had tried many times to form a team but all of my efforts failed because others lack commitment to fight and struggle with difficulties associated with a start-up business. Then I decided to disband and work alone by myself. Later, I started recruiting my friends at the hospital from SOS where I had worked. The majority of SOS's clients are elite families. Many friends who are doctors and nurses there helped to spread the word and recommend MUCH (mobile healthcare services) to their clients. Because of the support from my friends I always have clients who are willing to try new services from the start until 2019, my business has made significant progress.

## 2. How do you define success? Where do you find yourself now - in terms of success?

It is a great pleasure and pride that now people are starting to recognize me as a woman entrepreneur with a small achievement. One of my biggest successes occurred when my family started to change their thinking and believe in my decision to open a business where I could earn more income for my family and contribute back to society with my work. With the confidence to present myself in all situations, these were the successes that I dreamed of. For me, I believe that the definition of success is different from person to person. Living in Phnom Penh is also a success for me because it has been my dream since childhood.







What I think is another achievement that I am proud of is when my clients are willing to pay us in advance for our efforts to provide quality and reliable services to them. I used to think that if we succeed in business, but our families have problems, it is not happiness. So, one of the most important successes for me is the happiness in family life by spending time with my children and seeing them grow up to be strong, smart, and friendly children with our guidance and ourselves as role models to follow.

**3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

Technology is evolving every day, and it always helps to make our lives more effective, especially for acquiring new knowledge from social media such as Facebook while others think of it as a mere entertainment platform. Certainly technology is very useful nowadays. For example, I manage my staff and communicate with customers through technology. If I did not have technology, my business would not have been able to achieve the success we enjoy today.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

For me, using business technology improves my workload and makes things more effective. I can say that we can save up to 10 to 20 times more time and money because we do not need to spend time buying equipment or collecting money as before. Now, I can order materials from suppliers online and get goods delivered to our site. We also use e-banking / mobile banking applications like ABA app to settle money issues with suppliers or customer's payment. This makes the process less complicated and helps prevent fraud. So without technology, I might not have worked as well today. Not only that, I may find it difficult if I do not use technology, as most customers today need to communicate with the use of technology. For our management team, we use the Telegram and our nurse team uses Facebook Messenger to report about their absence and to report the patient's condition.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

For our nurses, they have standard equipment like in the hospital and blood pressure and glucose monitoring machines to monitor and care for clients. For the recording of patient reports, we take notes by hand because we are just starting the business, one step at a time. Plus with the nurses, they have limited skills in using the new technology. If the client's situation is normal, we just record the information on a recording paper and if the client has some issues, we will ask the nurse to send a report to us immediately for a review to secure the consultation. For employees, we use Excel software to calculate their salary because our company is just getting started. But what has made it easier is to use the bank's e-payment software to transfer funds to their account. Compared to the time when technology was not advanced, I had to spend at least 3 to 5 days to pay each employee, so I could not travel anywhere far. For communication, we use different social networks by country. For US customers, we use Viber, customers in Thailand mostly use Line, and with our partners in Singapore, we use WhatsApp.

**6. What is your leadership style? How do you manage a business that uses technology?**

I like to share things honestly with my staff, such as my experiences as a leader. But my routine also changes depending on the staff's knowledge and attitude. I always advise them to complete their work and check the results. However, some staff need to be guided step by step.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

In past generations, the parental mindset did not allow their daughters much of an opportunity to get more education. Luckily, my mother was a nurse, so she taught me to be independent, both mentally and financially. Also, she taught me courage and emotional strength. That is why I was able to find my dream was able to master medical and business management skills. Today, we know

that technology is part of business. In the health sector, the need for advanced technology has always been designed to promote more effective treatment and care of patients. Women also play an important role in promoting entrepreneurship in the country through technology. Most women always say it's complicated to use new technology, but I think it may be because they are not using it very often.

#### **8. What are the advantages and disadvantages of doing business using technology?**

I gain 90% benefit from using technology. These include reporting and communication with clients, staff and the management team. Without technology, we might have to use lots of human resources because we can't have only one manager to handle all the staff. For the time being, I do not have any experience with the disadvantages of technology. However, I can imagine that even small businesses that use social media may be vulnerable to hacking.

#### **9. As a business owner, how do you prepare yourself to take advantage of technology?**

In the future, human resources may be lacking, and I hope that in the future, technology can find new ways to meet the demand. If human resources are adequate, I would not use a robot, because our patients are already elderly and sometimes lonely, and if they have to live with a robot they will be even more lonely. I prefer to have our nurses work with our patients. Human contact and caregiving are very important in the healthcare sector. I also plan to create my system for communicating and compiling patient reports and would like the nurse to have a tablet to find and share information easily. As a next step, I might set up a camera center to easily report and share information.

#### **10. Any suggestions or advice for other women who want to start their business?**

Women have their own strengths, but they are sometimes forced not to use them after getting married, and some are not even allowed to work by their families. This is a different perspective that needs to be weighed. We must use all our resources and not leave our dreams in a box. As a woman entrepreneur, even without support, I still

feel encouraged because: We must encourage ourselves, do not wait for others' motivations. After all, this is like waiting for failure. They first have to learn what it means to start an out-of-home business to gain self-confidence and to build more networking in order to learn and share about each other's businesses. However, we also have to choose the society which we are about to enter. For women at home it's important to read books, become motivated, and stay healthy - don't be discouraged. A housewife may be more likely to use Facebook than any other application, so if they want to start their own business they can try with this application. Other than that, if some of you know how to use Telegram, Instagram or email that would be very helpful as well. [w](#)





“One of the important things that modern technology offers me is that it allows me to learn, share, and improve to be a better version of myself.”

# Mrs. Neang Sovanna

Entrepreneurs, Author  
Influence

## 1. Could you please introduce yourself?

My name is Neang Sovanna. But I am popularly known as DJ Nana because I have been hosting a counseling radio show since 2009. Currently, besides my counseling role on the radio, I work independently with many professionals such as consultants, problem solvers, public speakers, entrepreneurs, and book authors. Most of my works, like video blog content,

radio talks or books, are related to the topic of women empowerment. Normally, in most people's lives there will be inevitable obstacles and issues. On reflection, my childhood was not very smooth. I needed to fight the battle of financial instability, as well as love and family issues. However, I have always been the type of person who loves to face problems directly to find a solution while at the same time trying to improve my life independently without the need of help from parents, Government, a lover or anyone. So, based on my own experiences, to solve my life issues I usually ask myself “What I can do to live a better life”.

## 2. How do you define success? Where do you find yourself now - in terms of success?

Five years ago, my success could have been defined as getting rid of my family's debt. My parents had borrowed a lot of money from others to start a business during my childhood. I wasn't blaming them, because I understood that they wanted us to live a better lifestyle. This was a great lesson for me to learn and it helped shape who I am today. In the past I never planned to be a problem solver and even now I am not an expert in dealing with problems. My popularity today is a result of support from people, not because what I said was right, but because they have the same ideas and think the same way as me. They just didn't act on the ideas that they had. So, my words were triggers to motivate them to have more confidence and to act on their thoughts, and when they did, it helped them to solve their problems. As I reflect on the early stages of my career, I realized that I needed more money. So, I decided to talk on the radio, earning \$3 an hour. To earn more, I worked overtime at night. In the past, getting out of debt was my idea of success. But at present, my circumstances are far different. Debt is no longer a problem. So, now if you ask me to define success, I would say it is to live every day with happiness. I want to emphasize that I am happy letting people know that doing educational things is also profitable. Secondly, I think I'm successful because I know people love me more than hate.

Finally, success is being able to discover the talents that I never knew I had, such as becoming an author and a filmmaker. I just released a short film titled “Widows.”

**3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

Technology has completely changed my life, both personally and professionally. In today's digital era, the rise of the Internet and social media has changed the way businesses carry out their marketing. These new technologies have given power to individuals, enabling them to broadcast channels on YouTube or Facebook. These new methods are much more effective in reaching a larger audience. For example, my Facebook page Nana TV reaches over 70K people and over 90K for my other channel, Nana Tips. Interestingly, many new professionals like YouTubers, bloggers, social media influencers and vloggers that we never heard of before, have grown rapidly and have become more popular among young people nowadays due to many success stories. The rise of social media like Facebook has changed my life and has enabled my content posts to reach many people. I am most happy when I am able to get sponsorship for educational videos. In the past, companies only focused on advertising. But when my first video became successful, I saw that trends in advertising have changed. So, customers/companies allowed me to have the freedom to speak about anything I wanted, as long as they are important, effective, and creative. One of the important things that modern technology offers me is that it allows me to learn, share, and improve to be a better version of myself.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

My professional career as an independent worker and creator of educational content generates profit mostly from advertising. As such, technology is critical to my daily operation. By having a basic knowledge of using a professional camera or smartphone to record videos and by utilizing the availability of video editing applications, I can produce a good quality video. Impressively, with just a few clicks on the Facebook page, I can share my video instantly to many thousands of people online. I can even schedule my videos at set times for the public

to view. With my busy schedule, my work will grind to a halt without technology like the Internet, smartphones and communication channels like Telegram, Facebook Messenger or email. When I mentioned that I wanted to do a movie titled "Widows" and needed help, people sent me money from 1,000 Riels to \$1,000 through a bank transfer. Imagine if there were no advanced technologies, how could they transfer money so fast? How many days would it take for me to receive the money? Without technology, the sponsor would have to bring the money to me personally, and I would also be waiting to receive it, which would take time away from my other work.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

I use Facebook, YouTube, and Instagram for advertising. Many of you may have already seen some of the educational videos and snippets that I regularly share. By sharing them via social media, I became more well-known. I use WhatsApp, Line, Telegram, Messenger, and Viber to communicate with friends, family, and especially for work. At my bookstore, we use KYTE data management. The fee is only \$5 per month and it can handle inventory easily. This program made it easier for me, as a busy business owner, to keep track of the inventory. For production, I use a camera, a video trimmer called Adobe Premiere Pro, and a photo editor. All of these tools and technologies I can use on my own for making some short videos without having to wait for the team to edit and shoot. These things are not difficult to use, as long as one is willing to learn and pays enough attention.

**6. What is your leadership style? How do you manage a business that uses technology?**

At home, I am like the boss because I don't have time to sit down and talk, plus my whole family always follows my decision 100%. At work or business, I respect individual professionals, not their role. My leadership style is a bit flexible, being a producer and an investor at the same time. If you work for me, you will be paid as soon as you finish the work or task assigned to you. As a leader, you



should care about everything, even the little things. By doing so, it can make a big difference. Your staff will respect you and will be happy to work for you.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

In the business and technology sector, I understand that women in Cambodia have extensive opportunities, even if it might be less compared to other countries. Many great opportunities are still available for Cambodian women to show their potential and make use of technology smartly and effectively to improve their work and achieve their goals, especially in their own business. From my counseling experience, I noticed that there are some women who are afraid to take action because they don't believe in themselves.

For these women, they should try new things and should not be afraid of failure, otherwise they will remain in the same position. I started my own business with knowledge and self-confidence. Back then, I started with what I had. I didn't have a modern camera or video, but I was not deterred. Anyone with knowledge can start a business. My advice is to start with what you have. Regarding technology, people may say it is complicated and difficult to use. To drive home the point, technology was or is being developed to make life easier and more productive. We should not hesitate to adapt or take advantage of new technologies for the betterment of our lives, businesses, and society.

**8. What are the advantages and disadvantages of doing business using technology?**

Talking of advantages, there are many of them. For example, technology facilitates how we communicate with one another in our daily lives and also in business. As for the disadvantages, I don't think technology has any disadvantages, except on the way how we use it. For example, it can be used to spread fake news. As honest business people, we must use technology properly and not follow others who use it illegally or immorally. Therefore, we should use the technologies that will benefit us and other people.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

As business owners, we need to be open-minded when it comes to technology and its applications. Instead of catching up with friends during the weekends, we should go to workshops on various topics, build a network, and listen and learn more from other people. Learning more about technology modernization around the world, especially the new technologies relevant to our businesses, will help us manage and operate the business.

**10. Any suggestions or advice for other women who want to start their business?**

For starters, I want to say that making money doesn't make us a monster. Business is not a place for charity. All legitimate businesses are contributing to society. Secondly, don't think too long about it. We have to start a business that we can start from scratch and grow it. Successful businesses are businesses that meet people's needs - food, knowledge, clothing, entertainment, etc. That's why we need to look at our daily lives, what we have, what are the problems and what is still lacking? Then start thinking. Look at those small problems and try to find solutions; you can care about the world's problems later. Thirdly, we should use technology to manage our finances and give us an accurate picture of the whole business and its operations. Let's not think that technology is complicated. Start with technology that is free and effective. [w](#)

“Technology makes our lives easier, more convenient and effective in terms of speed of work and productivity

# Ms. Mean Sonyta

Founder of Slanh House and a Cambodian actress

## 1. Could you please describe yourself?

I am Mean Sonyta, founder of Slanh House and a Cambodian actress. Slanh House is an organization that was created by me in 2014, aiming to help vulnerable people throughout the country, especially Cambodia women. Due to a desire to create a great impact and with the support from customers, Slanh House shop was officially launched in 2016 with a specialty in producing

high quality and stylish Krama Khmer with a collection that features new patterns and colors. Our product are redefined the traditional krama into contemporary outfits. From its sales, Slanh House is helping abused women and sex workers who can earn income by producing krama products and at the same time it is indirectly promoting the value of Krama Khmer in Cambodia's market again, and foreigners. In addition to my own business and career as an actress, I am also an ambassador for certain brands both locally and internationally.

## 2. How do you define success? Where do you find yourself now - in terms of success?

The definition of success is what we define ourselves. I think I have been successful on my journey because I think if someone who has love and goals and can show them to others, it means we have succeeded in life. It's not depending on little or much It is about how we demonstrate that we have established what we love . Everyone has different ideas if we love and we think, but if we don't do, it means nothing.

## 3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?

Technology is a part of so many devices now that we cannot even count. For me, I think the current technology is good for customers and business owners as well as users. Moreover, technology can make communication easier; even though we do not live in the same country. We still can communicate all the time and spend less by using the Internet and social media. Right now, even if we only have a smartphone, we have access to all kinds of information and answers to our questions faster, easier and more accurate by just a simple click to search the keyword in Google. Although Cambodia is a developing country, our knowledge of using technology has improved if compared to our neighboring countries or the country we were 10 years ago. Our adaptation and understanding of how to use technology is not an issue with the spread of information and familiarity of technology by the majority of users around us.





**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

Technology now covers almost 80 percent of today's business. We rely on online sales compared to before when we needed to rely on commercials, television broadcasts, newspapers, etc which were expensive and ineffective in reaching our target customers. But now, with the presence of social media platforms like Facebook, Instagram, YouTube and TikTok, our market campaign and advertising have changed 180 degrees with a simple method of sharing and posting the products on the page or by our personal account where we can reach out to a mass audience. In short, with this technology, business operations have become cheaper and more convenient compared to traditional methods like TV or newspaper publishing. In Cambodia, social commercials which we normally have known as online shopping on Facebook or Instagram is the most popular trend nowadays, especially through Facebook Live where sellers can sell a large amount of products. Interestingly, not only celebrities or companies but also people, in general, can also have a Page, and they can use that Page to sell products which include good and bad products. Sometimes they Live Video in sexual images as a way to advertise their products which is hard to control now and which can cause a negative impact like fake products which require us as users to be critical enough to differentiate what is good and what is bad.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

The way people shop has changed largely due to the presence of social media which also impacts the nature of business operations in selling products from traditional shopping to online shopping around the world. Even here in Cambodia, social commerce like Facebook or Instagram shopping have become the most effective and popular trend. In response to the change, besides my physical shop located in the BKK area, I have created a Facebook page and Instagram account for Slanh House to promote our products and to receive the

booking orders from customers. We also receive comments and messages, which contribute a lot to our sales. When talking about the production process, it was quite a headache in the first place because of communication issues due to a lack of understanding with local words used and methods of communication (by phone call) with households in the provinces. In the past, when it came to communication, we could only hear a voice with a phone call as we were unable to see pictures or videos. For example, when ordering material, it was very difficult, especially regarding the color that the yellow color I like; they called it "ripening rice." But, now we have social media like Facebook Messenger and Telegram where we can send pictures and voice recordings for confirmation, whether the pictures are clear or not but at least it is easier. Additionally, those voices and pictures will be kept for reference so that we can refer back to check. Sometimes we order 100 items and we don't remember what Number #60 of the items is, so we can go back to the record to see what it is and what we have in stocks. Regarding Sales Management, I have a computer to calculate the customer's payment, so even though I'm not a cashier myself, I know how many products were sold out in a day. For every payment by customers, I would find out how many products were left in my stock, so I don't have to wait for my staff to count the stock every day. Overall, technology is awesome and it's easy to use. I can teach people in the community how to use social media such as teaching them to take pictures and send voice records and they can understand because it's not difficult to get used to.

**6. What is your leadership style? How do you manage a business that uses technology?**

Leading people is difficult. My leadership strategy is to put the problem on the table and solve it together. I don't think I want them to treat me as I am bossy; I want them to think that we are one family, so they talk and discuss with me when there is a problem. Or if I am not there, they can discuss it with my assistant. By doing so, it makes things close, like a family, rather than me being bossy to them.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

In the past, everyone thought that women should always stay at home cooking and taking care of their children. But today's technology allows people to see other famous and successful women. When they see those people, they can think of how to be successful like them, how to improve themselves to reach that level of success. This created a mindset that motivates them to follow or take action on their dreams. Nowadays, most of the leaders in many organizations or companies are women, making people understand that women are just as capable as men, and men and women can work together to produce better outcomes for the workplace as well as for society.


**8. What are the advantages and disadvantages of doing business using technology?**

Technology makes our lives easier, more convenient and effective in terms of speed of work and productivity. Especially for a business, with the presence of social commerce through Facebook or Instagram and delivery service apps like Joonak or Nham24 have made the shopping experience of customers appear like magic. Customers can shop online anywhere and anytime with their smartphone and receive their products fast by delivery man in front of the door. Nowadays, we can start an online business without spending a lot of money, just by having ideas and we can pilot or start our business by selling online to validate our idea and understand the demand from customers. On the other hand, there are bad points, as when everyone is free to post on social media. Sometimes people just click to share and post a bad or illegal content, which can create negative effects to the society. When we talk about online selling, this year we can see the number of online sellers increasing. Many of them sell products on their networks without having a license from the Government, which can result in a high risk of spreading fake products. Buyers may find it difficult to figure out which sellers sell a good or a bad product because of the free-market and lack of laws and policies regulating them. For me, this can pose serious social issues and problems.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

We have to keep up to date with technology. Also, this is online trading, so we have to be ready to know how our products can be sold. Before we do anything, we need to first think about our plans to reach our customers. For example, if we sell lotions, we need to know the age of our customers and how we can promote our products to reach them. So, this is all planned to make us ready if our first plan doesn't work. What is our second plan? If the first plan has been done, ask yourself what is next? These are all plans that business owners have to keep up to date, we can't wait until it is out of date; otherwise, we can't do anything better.

**10. Any suggestions or advice for other women who want to start their business?**

I'm not superior to everyone to advise anyone, nor am I not a very successful business person. But what I want to tell people who want to start a business is that everybody has to ask ourselves, 'What do we love, what we like, what do we want to do and where do we start?' For me, one principle is "to love what I do". Because if we do what we love we will stick with it for a long time, no matter how boring it may be at times. Loving what we do is an important motivation for us to stay with it, no matter how many obstacles, how difficult the road is, or how tired we are. We will never give up, and this love and determination will lead us to success in the future. 





“  
Honesty is the first  
step toward success

# Mrs. Se Chandy

Founder, Sdach Aong-kor  
shop (Rice's King)

## 1. Could you please introduce yourself?

My name is Se Chandy, and I graduated from Limkokwing University with a degree in Business Entrepreneurship. Currently I am the Business Development Manager of Hakse Rice Mill and a Founder of Sdach Aong-kor (Rice's King), which has 3 branches in Cambodia. My father, as the founder of the mill in 1991, adopted a quality stance to establish the business with our entire production line imported from Japan, until we have grown to become the top ranked of the 10 largest rice mills in Cambodia. About my personal life, two years after my marriage in 2017, we had a lovely daughter, our precious gift. In addition to the work mentioned above, I also helped my husband to compose songs since I am also passionate about music and art. I would also like to mention that the modernization of the technology sector has played a huge part in giving me a balance of time, between family and work.

## 2. How do you define success? Where do you find yourself now - in terms of success?

The definition of success is to achieve a dream by moving towards a goal in life that we have set. That determines our success. I am achieving 70% of our success by supplying the best quality Cambodian rice to our local and international customers. Currently, we are achieving about 70% of our export goals abroad while expanding our processing to build our brand to reach the remaining 30%. As a result, I am continuing to engage and build networks with business partners such as farmers, governments, professionals and clients as well as building a strategy for sustainable business growth. However, in defining the success of my private life, I can say that I have achieved 70% success just like my career. The definition of success in my personal life is seeing my family happy.

## 3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?

Technology plays a big role right now, especially for business development. Technology helps grow my business because technology improves factory operations such as: saving time, money, lowers risks, and provides better product quality. If we still used traditional production lines like before, we would be out of date and could not reach the top rankings in rice production that we have today. The modern production line has added a great deal of speed and efficiency when compared to earlier techniques of rice production. For example, in the past the drying of rice was done naturally with sunlight, but now we use technology, a fast-drying invention that helps improve productivity. Also, with the existence of technology in the production line, production has increased. Our production has increased ten times as compared to using the traditional methods of production. In the past, before technology, we would harvest only 10 tons to 15 tons daily, but now it has increased to 150 tons per day with high quality rice.

## 4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?

Technology plays a big role in the development of

our business. The technology that drives my business the most is social media. It has helped increase the growth of our networking by establishing products and quality on a global website after we participate in overseas product expos to raise awareness about our products to our customers just with a simple click on web-based media (website). We also use technology as a communication channel. We use email, which is easy, fast and secure to communicate overseas. Let's try to imagine we are in a situation when we use paper letters or dialing phones at a high cost and which are not reliable. Moreover, in daily operation management, technology has made the process of getting reports, which previously would have taken a long time to summarize, much faster. Currently, with the use of technology, our reports are sent and received daily, even after operating hours.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

To further deepen the scope of technology in the business, I will describe the technology that is presently involved in all parts of my business. For instance, in direct communication with staff and sending daily reports, we decided to use Messenger and Telegram for communication with each other, especially when emergency meetings need to be held. These digital programs make it possible to have virtual meetings without the need to physically meet each other. This is very helpful because meetings can be done with ease, speed, and precision.

Inside our factory, we use new technologies instead of the traditional craftsmanship methods in the production stage. For example, we use a rice dryer that allows rice drying to work independently of natural factors; it is fast even if we are in the rainy season. After the rice is dried, we have mills that help produce good quality grain. With the machines we use, there is no need for a filter to break down the grain. After that, we set the grinding mill with the correct amount of output and it will generate a complete and accurate summary report. Last but not least, I would like to introduce a new technology, called Belt Conveyor, which is an elevator to transport and improve product hygiene and ease the risk of overworked workers and heavy workload, which can

be detrimental to health and fitness as workers grow older. And so in my business, from managing operations and staff, as well as other large parts of it, we rely on technology instead of the complicated stages. As result, our production has grown and we were able to save more time and money.

**6. What is your leadership style? How do you manage a business that uses technology?**

In terms of leadership, I focus on exemplary leadership, practical and personal training so that employees can practice what they have learned. I allow them to apply this directly during the time I assign the task, they can make their own decisions with high responsibility. It allows all staff improving their capacity correctly. Staff motivation is very important, as well as the encouragement and other benefits that push them to improve efficiency. By giving employees freedom of expression we are able to collect comments and learn even more about what they have experienced with their feedback. Consequently, they can work in an open environment of fun and satisfaction. Additionally, the existence of technology has also contributed to managing and leading the team and staff more easily and quickly. As I have tried to lead all staff to work with technology in the production system, The results have become reliable and satisfactory. I also guide and encourage them to learn digital communication tools such as Telegram to communicate with the team, to share important information and to be able to have instant discussions, or conduct group meetings in a variety of ways in a fast-paced, trustworthy manner. As the leader, I guide the employees on how to use some of the features of our program, such as targeting customers in social media, on websites, and in communicating with customers through email. Also as a leader, we should be able to use technology to manage certain aspects of the staff arrangements, including payroll, to make sure reports are efficient and accurate.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

In my view, the role of women in business and technology is growing more and more in recent times in our country. But this growth is still limited because

of some traditional perspectives that set women's boundaries to only focus on housework while discouraging learning and study. Those traditional ideas encourage women to just get married and stay home and depend on a husband's earnings alone. These are the obstacles for women, keeping them from fully participating in business in this era. However, I have found that many women in Cambodia are still participating in small and medium-sized businesses. There is a reason why those women lack motivation. A life story of successful women will be able to push them toward larger achievements, possibly becoming a legacy influencer in the future. There is no better response to traditional perspectives than to show them a woman's achievements. In that way, traditional perspectives that hinder women's empowerment and development will slowly go away.

#### **8. What are the advantages and disadvantages of doing business using technology?**


By integrating technology into our business, technology contributes and becomes the accelerator that makes the operations faster and less time-consuming. The involvement of technology has sped up the process and expanded strategies to be broader with unlimited communication. Especially in milling, technology has reduced the risk of accidents that commonly occurred with human labor. But it requires constant maintenance every time the company makes updates or modifications. And most technologies require skilled people to have full knowledge of work management. Also, what happens to a business when a key person resigns? This can require a lot of time and resources until a similar person is found. Moreover, if these systems are not properly maintained, high risks could be created by third parties who are trying to steal important and confidential information.

#### **9. As a business owner, how do you prepare yourself to take advantage of technology?**

As a business owner, I could say that we must be ready to bring technology into business to remain competitive in the current era. In addition to running a business, it is necessary to improve soft skills such as foreign languages and learning from successful business people who have similar operations, or similar businesses. Also, we must be

able to clearly see the challenges that may arise and we must be prepared to avoid and deal with different strategies. Acquiring a variety of skills is also an important factor for business owners to focus on, since managing a business is not the only thing we need to look. Knowledge will enable us to dig deeper, make things easier to use, clear, and trustworthy. It is also important for management to study the financial system, human resources management and operation, and to especially conduct research and study about the newly invented technology. We should also consider search engine optimization (SEO), which is very helpful in promoting our business in terms of online advertisement. The other important mission that we must adhere to is to value employee labor as much as the use of internal and external business systems (technology) at the same time. Currently, the commercial market is broad, if we grab the opportunities, and know how to take advantage of those opportunities, I believe our business will sustainably grow.

#### **10. Any suggestions or advice for other women who want to start their business?**

As women of this technological period, we must be courageous, confident, and rigorous to follow technology trends, especially for those who are considering a startup. Sometimes a startup person needs to be strong enough to confront and seek solutions from experienced people when they get stuck or are having self-doubt. It is important to note that in the commercial sector, we cannot go on alone; it requires cooperation and mutual assistance, as well as looking at the pursuit of entrepreneurship, a future partner and having more people around us. And we must always remember, being HONEST is a core value that we must possess if we are to persevere. The value of that virtue is deeply entrenched in all fields endlessly. More importantly, as we step into a startup business, we are required to be mindful of involving the latest technology to facilitate all the areas, including management, communication or working collaboratively. These technologies may be e-banking, Facebook, or social media, all of which offer many benefits for both advertising and communication. 



“

When all thing fail,  
please listen to your  
heart

# Ms. Tan Yet Mee

Founder Maypreen  
Company

*Malaysia*

## 1. Could you give a brief introduction of yourself?

My name is Tan Yet Mee, a founder of the eco-friendly detergent brand named ecominim. Plus, I am also the owner of a manufacturing company called Maypreen Sdn Bhd that does ODM/OEM for home detergents and laundry care. Our customers range from multinational companies to start-ups. We started about 11 years ago with products that are able to replace traditional starch for ironing and are water based, making them much better than traditional spray cans that are not environmentally-friendly. In 2019, we launched our own eco-friendly products that don't have any

dangerous content by using cosmetic grade surfactants and food-grade ingredients which are safe for people and Mother Earth.

I graduated with an Economics degree from the National University of Malaysia. I then started sourcing and procurement for a multinational retailing company. Working for so many years, I felt burnt out and decided to go into business for myself. I took the first step by pursuing an MBA from Heriot Watt University, where I completed part-time courses. With confidence, I registered my first business, a company which sources and creates premium ideas for brands like Kit Kat, Bausch and Lomb, Kanebo, Nescafe, Bobbi Brown, Stila, Estee Lauder, Sara Lee, etc. As a favor to a friend, I helped source and create a household product that I eventually spent two years working on and then began my new journey in business as a manufacturer.

When I first started in manufacturing, I had zero experience and knowledge but I got help and advice from family and friends. It was all about making sure we could get our product out on time and fulfill the quality commitment to our clients. So, as the company grew, we decided to look into creating new products. The question of what product was easily answered because we knew what we wanted to do. I had already heard and read about the dangers of Sodium Lauryl Ether Sulphate / Sodium Lauryl Sulphate (SLES/SLS), a common ingredient in home detergent. We decided we did not want to compete in the currently accepted market but rather embark on a new path, which was a smaller market but one which was more meaningful. All of our efforts went into researching and creating eco-friendly home products without using SLES/SLS. Our research took six years as the market evolved and better ingredients came into play before we were satisfied that our products were good enough for the market and that we had achieved our objective of creating safe products. Our brand stands for science plus conscience where every small step matters and everyone can play a small part in creating a safer world.



## **2. How do you define success? Where do you find yourself now - in terms of success?**

Success to me is being able to contribute and enrich my surroundings and people I come into contact with. My idea of success is a work in progress and a continuous effort. Every day offers us opportunities towards success and we constantly look toward the bigger scheme of things where we can influence change and sustainability in all aspects of life. I try to do business in a supportive way, especially with new customers just starting to build their brand. We don't push for big quantities and we support them even if they can't keep their promise of monthly orders. We let them build over two times which can be painful for our Profit and Loss (PnL).

For me, sustainability comes from mutual support. It must be win-win because a win-lose situation is bad for sustainability. We start by simple reminders about not wasting resources in our office: invoices, e-Purchase Orders and e-payments, recycling as much as possible. We try not to use plastics for non-liquid products. My goal is for us to run a self-sustaining plant with solar power one day. We are constantly thinking about how we can reduce waste like cleaning water etc. Ultimately, we want to be a company that is self-sustaining and caring towards our community. We want to reduce our use of plastic as much as possible by utilizing alternative packaging, and we currently sell to zero waste stores and we will grow this segment.

## **3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

Technology is inevitable and a definite must for all types of business. By not using technology, we are hindering ourselves from progress and engaging with the world, especially in business. Technology allows me to connect with customers around the world. It also allows for speed and action. We use it for our manufacturing process, record keeping, and planning. It also allows us to check on and record for quality purposes. Technology gives new disruptive alternatives in terms of marketplace and marketing efforts as we use e-commerce platforms for marketing and selling our products as

one of our main channels. We use technology to increase the speed of our production. Our productivity has increased threefold, and we can monitor and control the quality better. Without technology, our planning will be difficult as we grow, and the monitoring of many components would be very difficult. It would mean missed deadlines to customers, which will greatly affect our business.

## **4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

In manufacturing, technology allows us to connect all information for effective action. As a multi-channel company, since we have our own brand and need to manage our ODM/OEM companies, technology is crucial. As an e-commerce business, we are connected with the whole chain from store to marketing and payment gateways. Social media helps us convey the efficacy of our products, reaching a wider audience with more extensive information at a fraction of the manpower needed. By using social media, we can reach out to many parts of the world and let the world see us in a faster and more affordable manner.

In our operations, technology helps us to increase production speed. A fully automated machine versus, compared to a manual machine, helps reduce our lead-time one-third of the usual time. We use simple technology like excel sheets which allows us to plan and project our production schedule. Our website and trusted payment gateways help us avoid frauds and with making sure we get paid on-time. We use a simple Woo-commerce run platform which is easy for us to use. We use a system that links our platform and other external platforms to a central system which allows easier monitoring since we do not use an external platform aggregator.

## **5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

We use technology to speed up our production and ensure quality. In operations we use technology for accurate planning and keeping our key



performance indicators or simply KPIs. Communication with file-sharing helps manage information and keeps everyone in touch. For products, we collect data on excel sheets and use them to draw a pattern or identify issues. This allows us to monitor all processes and identify any missing links. We also use accounting systems which help us to keep track of the business. We also use cloud computing like TeamViewer and Anydesk which allows our vendors to quickly address any system issues. WhatsApp chat are also a constant companion. It allows us to communicate with several parties and even with non-English speaking parties.

**6. What is your leadership style? How do you manage a business that uses technology?**

Quite democratic actually, and we are going for technology to reduce manpower and maintain quality. So, we are hiring people who are technologically savvy or at least not technology-shy. I myself am learning because I have to keep up with the times and I want to ultimately build a sustainable company that uses technology as a mainframe. Stakeholders of certain departments get a say in hiring new staff for instance. Technology will help our company be more effective.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

I think technology has allowed women to explore businesses and jobs that were previously male-centric like manufacturing for instance. Women can now access any type of information and they can work in any field.

**8. What are the advantages and disadvantages of doing business using technology?**

The advantages are the speed of information and decision making. It allows for a lower cost of doing business like marketing. And long term investment in machinery and Internet of Things (IOT) allows for much easier and faster buildup of the business. Disadvantage – it is hard to find skilled people to work.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

As business owners, we are slowly investing in tech-based equipment as part of our overall plan and to synchronize with our vision to become a sustainable company. Next, we will be using human resources software, gradually going into automation and ultimately using IoT.

**10. Any suggestions or advice for other women who want to start their business?**

I think as women entrepreneurs, we have to learn to embrace technology the way we embrace change and challenges. We have to be brave ourselves to test new waters and learn. Education is the key. We have to learn about our business and know our markets. [W](#)



“  
We speak more about user experience and inclusion rather than detailed technology. What is key is to make technology simple, seamless, secure for anyone so that anyone can benefit from it

Mrs. Agnes  
Hugot

Co-founder, Fast Track  
Trade Company  
*Singapore*

**1. Could you give a brief introduction of yourself?**

My name is Agnes Hugot, a French national based in Singapore and a fintech entrepreneur. Academically, I hold a master in management from HEC (1992) and a MBA from INSEAD (2000), plus I am a Certified Public Accountant in France and the United States. I have worked for 4 Big firms with more than 20 years of experience in international finance and corporate development. Since 2015, I have been based in Singapore to launch the development of Fast Track Trade (“FTT”) by using connectivity and Distributed Ledger Technology to develop a “WeChat like” platform for SMEs operating in the areas of domestic and international trade. Before that, I was involved in the European banking sector restructuring in France, then in Greece and Spain as a senior director for Alvarez & Marsal. Before the Great Financial Crisis, I served as an Investment executive for Landsbanki, Apax Partners and as the Head of Restructuring for the Bank of Scotland in France. During My recent journey I discovered blockchain mechanisms and adapted one of them to solve issues faced by MSMEs in emerging markets: access to financing.

**2. Please give a definition of success in your own way? Where do you find yourself now - in terms of success?**

Success is a state of mind. You can be greatly happy because you made something. New things happen and work out every day. You may be disappointed at the problems faced but happy to eventually signed a large deal with a large corporation. Success is a journey rather than a result. You should persist in making progress through small successes everyday.

**3. What do you think about today’s technology? How technology helps to boost your business to an advanced level? Why?**

Access to new Technology is a question of curiosity nowadays. You can read and get explanations about a lot of technologies which have direct applications in our lives. We speak more about user experience and inclusion rather than detailed technology. What is key is to make technology simple, seamless, secure for anyone so that anyone can benefit from it. If your system ends up using the most recent technology but cannot pass the first user experience



test, then it is useless and will not be used even if you design a lot of marketing campaigns. User experience in digital service is as important as a nice decoration and atmosphere for a shop.

**4. Does technology really help to play a part in developing your business and what kind of technology that you use in your business? In what way, can you give us some examples?**

Our business is “a wechat for SMEs on blockchain”. Our project was featured by many press release and corporate publication because it uses blockchain to facilitate financial inclusion for Micro and Small Medium Enterprises (MSMEs). I must admit that the blockchain technology initiated huge interest from international institution. First, we connect small businesses. They can chat and negotiate in our app (just like on WeChat). They can then use internal functionalities which are key to process a commercial transaction: launching a purchase order, invoice, pay and/or request financing. But the analysis of the transaction risk may not be easy, that is why we are using a distributed ledger network to secure the transactions and documents that are issued by Fast Track Trade. The finance persons can get notification that the documents have not been altered or tampered. And they can finance small value transactions. But the initial starting point is really connectivity, which is almost a given with the penetration of mobile phones and access to Internet in most Asean and African emerging markets.

**5. What are the technologies you use to communicate, control and manage your staff and operation to increase production?**

We use Whatsapp, Slack and social media. We can communicate immediately and increase the productivity of the team with our extended network of users and corporate contacts. By using these digital tools, Our team can also very simply explain how a blockchain can increase trust in commercial transactions or international trade. Our team use short videos explaining the blockchain technology in every events and showing how documents are sent into blockchain system. We are using a proof of trust mechanism that is available to every small business. They can track the record of transactions to be trusted by financial institutions.

**6. What is your leadership style? What is your leadership style to manage business that use technology?**

We work as a team using the agile methodology applied to many technology projects. This means everyone has words to say and contribute to the project. In our office, we can stand-up approaches to discuss the user journey and story to build in the program. We use the walls of our working room to map out and summary key point for our project development and management. Every day the programming team pick up the stories and execute coding processes. Every member of the team has the freedom to implement the best option ensuring the goal of every day and every week is met. This is very different from large corporations may experience in their daily meetings. By contrast we try and test. If it works, fine. We keep it. If it does not work, we kill it fast and find different options. There is no blame culture but we try our best to create something that works for the users or clients. It is a super tiring as everyone puts its creativity and reactivity at stake every day.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of digital economy is new and culture is still the constraint.**

Our role is key to facilitating the use of apps by a larger audience and contribute to improve the lifestyle of many households. Women will use apps more and more as they know they can save precious time with their smartphones. We just need to find those women who can play a role model and trigger enthusiasm to try something new within their community for increased adoption. Using an app can achieve greater results for financial inclusion as it is easy and neutral. There is no judgment and no shyness about using an app. This is very different from when you face a bank employee or an agent who are going to speak with financial terms that are not easily understood. This can help achieve much more work in the short time-frame which gives them more time for work and their family. Women know perfectly well how to manage a budget. They do it for their household and they are the ones saving money for their kids' education. Give them apps to use to save, pay and borrow money to grow their business and you will create a lot of value for local communities.

**8. What are the advantages and disadvantages of doing business by using technology?**

It is really fun to develop something new and to believe in it. It also takes a lot of humility to sit down with your first users and ask them: what do you think? What do you like about it? What is handy and not handy at all? From the finding, you have to adapt constantly to their expectations and feedback even if you have to rework your workflow fully. By doing so you may create a business which will stay ahead of any competition. Still we all need to accept that adoption is really slow and low in mature economies.

**9. As a business owner how do you prepare yourself to take advantage of technology for doing business?**

Our platform is fully digital. Our most dynamic users are also technology companies as by definition they love to play with something new and like to test new use. But we are fully aware of the various maturity levels and the goal is to design a tool which can be used by a mass target customers. I keep an eye on anything new that can emerge and bring more value and services to my own platform.

**10. Any suggestion advice for other women who want to start their business?**

You learn to swim by swimming and the key is to jump. Starting a business, you will face 50% of things that you had anticipated and planned, and 50% of unknown or random elements that may kill you or boost you very unexpectedly. The majority of women might not like to gambling with this kind of uncertainty but they might understand the Chinese saying: “if you cannot resist, just bend with the wind” which strengthens their capability to adapt and create unique businesses in order to achieve success. We have to accept uncertainty and enjoy it as the journey is a long one. Try and test, never assume anything, but let facts decide for the next steps. And accept that the youngest members of your team will adopt millennial skills and openness about technology. [W](#)

“A blockchain is a type of decentraltized and distributed ledger for maintaining a permanent and immutable record of transactional data in a chronological order. within this network, users can transfer values and store information without a chance of them being altered or contested ever again

“

Technology is something that comes together with the changing times and something that you cannot overlook. If you want to be part of this developing world you need technology. But we make sure it is used with a positive attitude

# Mrs.Lao Jenny

Founder, SEIN LAN  
LWIN PYIN

*Myanmar*

## 1. Could you please introduce yourself?

My name is Jenny Lao. I am the founder and owner of SEIN LAN LWIN PYIN CO.,LTD. JENKO, which is the major anchor of the company, a combination of two names, JENNY- myself and KO KO – my husband. Under the JENKO name, we provide five main services:

- **JENKO-Education Consultancy-** Overseas education consultancy firm founded in 2000. We are recognized by the Malaysia Education Promotion Center (MPEC) of Malaysia's Higher Education Ministry, and the preferred education consultant in Myanmar. We offer many education pathways for Myanmar students to study in Malaysia, Thai, America, and Canada.
- **JENKO-Center for Regional Business Training-** Recognized by various local and international organizations like ILO, GIZ and SME Agency of Myanmar. We provide business training for micro, retail, and small and medium enterprises.
- **JENKO-Royale Bespoke Tailors-** Bespoke tailoring with Thai affiliation.
- **JENKO-Event Management**
- **SEIN LAN LWIN PYIN Trading**

I am also a global licensed Master Trainer for (ILO-Standard Improve Your Business), CEO of SIYB Myanmar Association, Content Developer/ Lead Master Trainer and Program Coordinator for Coca-Cola Retail Business Skills Training. What inspires me to start JENKO is that, I love sharing things that are good and beneficial to the recipients. A few years ago, when my kids moved to study in Malaysia, we also started an Italian restaurant over there. The success of our children's education in Malaysia led us to start an education consultancy business assisting other parents and young people to have more information and guidance on the correct pathway for higher education.

Due to my expertise and commitment to train small and medium entrepreneurs, Coca-Cola company





selected me to develop a retail management training program. I am the senior Master Trainer, and to date, the program has three Master Trainers, 206 Certified Trainers and has trained more than 10,000 entrepreneurs.

**2. How do you define success? Where do you find yourself now - in terms of success?**

As the country moves towards democracy, there are many challenges for businesses. But we have amazingly overcome them by our willingness to adapt, learn and change. For me success means working together, achieving together and sharing together. I am reminded of this favorite quote by the famous American industrialist Henry Ford: "Coming together is the beginning. Keeping together is progress. And working together is success."

I am satisfied with myself, my work, and my achievements. I am happy with the progress that I have made, the friends and network that I have created, the fruits of my labor that I can see and taste, and the precious friendships that I receive in turn. I am always in search of new ventures where I could be a tool to enhance the development of my fellow citizens, especially women.

**3. What do you think about today's technology? How does technology help to boost your business to an advanced level? Why?**

Technology is something that comes together with the changing times and something that you cannot overlook. If you want to be part of this developing world you need technology. But we make sure it is used with a positive attitude. Year after year, new gadgets and tools are introduced to make our lives and work easier. Without internet access, I would not be able to connect with my business partners through email, Facebook, Viber, WhatsApp, etc. Now, at the press of a button, I can easily and efficiently communicate with my colleagues, partners, friends and others.

**4. Does technology play a part in developing your business? What kind of technology do you use in your business? Can you give us some examples?**

In my business, the major technology we use is the Internet. I have examples as follows:

For research and development, I need to find out my customers' needs and wants. The best way of doing that is by way email, where I can reach them and get the necessary information I can use it to develop training and service tools that suit their needs. Otherwise, it would be difficult to survive in this competitive world without such relevant information.

For marketing, I use social media like Facebook to reach my target customers. In this way, I can effectively promote my products and services to many people without much expense.

For communicating with my prospective clients, I sometimes use video calls and video conferencing and also text messaging. But most of the time, it is via Telco companies that provide the best Internet and communications services.

**5. What is the technology you use to communicate, control and manage your staff and operation to increase production?**

In my business, I have many electronic devices to improve the productivity of myself and my staff. We are always connected through a number applications. For our accounts system, MYOB (Mind Your Own Business), is used also browser based, cloud based, or physically- installed software. We can work and manage wherever we are able to access the Internet. Our international accounting software is connected to our customers and suppliers, so we can manage our cash flow and do the invoices accurately. We also have office tools such as computers, printers, scanners, and projectors linked to all consoles. From our own station, we could print and scan. All our data is saved in Cloud. The more I think of it, I find that technology is playing a big part in my success. For promotion purposes, we use our own Facebook page to share information about our products and our events. With boosting, we can reach many people at one time.

**6. What is your leadership style? How do you manage a business that uses technology?**

I manage my staff as a team where my door is open and the phone is always accessible for them and

vice versa. We communicate through email and other applications such as Viber, WhatsApp, and Messenger. In this way, we achieve our goals better, faster, and it is more effectively. The communication barrier is lessening, while productivity is increasing. As an incentive, the staff taking care of key tasks such as educating and counseling, get shares of the net profit. Occasionally, we have fun trips, eat out, and celebrate birthday parties. We make the team feel closer together and understand each other.

**7. What do you think about the role of women in business and technology? Especially in our country where the concept of a digital economy is new and culture is still a constraint.**

In Myanmar, I find that women are more open to accepting technology in business. There are many online businesses operated by women. They are also proud to be using prepaid cards or credit cards to do business transactions. The Myanmar people are very eager to try out new technologies. Even in the most rural areas, people may not know how to find answers or information through websites but they know how to find information through Facebook posts. The rural women love to play games on their phones even if they do not know how to read or write.

Although ethnic tribes have different culture, language and society, they all understand how to play games on the Internet. There, they speak the same internet language.

**8. What are the advantages and disadvantages of doing business using technology?**

You need to know how to use technology positively. You should also be aware of the dangers that technology could bring about. Using technology in your business is very helpful in many ways, including in the reduction of human resource, better time management, shared workload, efficient and fast analyzing and reporting system. The disadvantage is that technology is upgraded every minute and you need to keep abreast with new skills and you need to have your staff trained to be capable of handling the technology.

**9. As a business owner, how do you prepare yourself to take advantage of technology?**

Yes. Even though I am from a generation of baby boomers, I am still learning the ropes of using technology for my business as I want to keep abreast with the times. I learn from others, I do research on the Internet for more advanced technologies knowledge.

**10. Any suggestions or advice for other women who want to start their business?**

For women who want to start their business, the very first investment they need is business management skills. Most people think capital is needed as the first investments. But if they do not have business management skills, their investment would be lost. Most people start a business depending on what they would like to do or what they think they could do. But they should know which business idea is the most suitable for each individual. They need to find out first and it could be done through training programs. After finding out the appropriate business idea for oneself, the individual should have a business plan. Without the business plan, it is impossible to start the business. [w](#)



