



FACULTY OF BUSINESS AND MANAGEMENT

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Course & Assignment Details

Subject Code	BBMK3113	Subject Title	Entrepreneurship
Year & Semester	2025C	Lecturer	Joann Lim
Weightage	10%	Due Date	28-11-2025
Additional Info:			

(This Cover Sheet must be completed clearly and attach to each assignment submitted.)

Student's Declaration

I / We declare that:

- This assignment is my/our original work, except where proper citations have been provided for referenced sources.
- This assignment, in whole or in part, has not been previously submitted for assessment in this or any other course.
- I / We grant the assessor / lecturer permission to verify the submitted work using text comparison software for plagiarism detection and to retain a copy in the database for future reference.

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Programme: BoS23-B1

Signature:

In the digital-first era, technology is a useful tool for entrepreneurship to simplify their work. ✓ Technology can help in start-up, development, establishing, and enhancing businesses (*Economic Impact Catalyst*, n.d.). Entrepreneurs who use technology well can unlock new opportunities, improve operational efficiency, and stay ahead in the competitive market before other ✓ competitors. CARSOME is Southeast Asia's largest integrated used car trading platform, it successfully digitizes the entire car selling and buying process, and offering transparency, speed, and **thrust** to their customers (CARSOME, n.d.). CARSOME fully **accepts** technology in their business to help them transform the used car industry to become digital instead of traditional used car shows in shops. In the following parts will state out how the technology impact on entrepreneurship by using CARSOME as an example. **Carsome established in 2015! (10 years ago)**

Entrepreneurship highly relies on big amount of capital to let entrepreneur startup their business in the past. Expensive physical office, showrooms, and storage that needed to begin operating ✓ now can being replaced by cloud computing, open-source software and digital management tools, meaning entrepreneurs can lower the cost and threshold to startup their business (*American National University*, 2020). From CARSOME we can see that they started as a fully online used car trading platform, connecting sellers and buyers without establishing large dealerships and **or cost less?** physical retail branches to make them come into the market quickly and **costless**. Technology lowered initial investment costs and allowed the company to scale gradually once demand increased. For now, individuals can launch businesses affordably even with limited financial capital since digital tools eliminate many early financial barriers. ✓

Another major advantage of technology enhanced in entrepreneurship is the ability to use artificial intelligence, analytics, and large data sets to guide decisions. ✓ Before technology being used in business, a lot of decision making depended on human power which was time consuming and not efficient, but with the technology now can overcome the problems with old approaches and improved the efficiency of decision making especially in the problems that are similar with the past (*Economic Impact Catalyst*, n.d.). In CARSOME, they collect vehicle inspection results, pricing trends, customers preferences, and transaction data to use analytics to determine accurate ✓ car valuations. CARSOME can adjust cars' pricing, predict customer demand, reduce operational waste and improve overall efficiency through real time market insights. Not only for this, the ✓ data driven strategy also results in more effective customer targeting, risk reduction, and faster

decision making. For example, CARSOME's pricing engine uses large data to estimate fair market value to pricing the value of cars instead of relying on guesses. ✓

Technology also affects remote work and collaboration in entrepreneurship especially when the global work is required (*London College of Contemporary Arts, 2024*). Cloud based tools and online communication platforms such as Zoom, Microsoft Office, and WhatsApp have made remote working become possible even for large scale operations. In CARSOME, they operate across multiple Southeast Asia countries like Malaysia, Singapore, Thailand, and Indonesia, but they still can collab with team by using online meeting, shared cloud document, digital system, and task management tools (*CARSOME, n.d.*). The remote working reduces the need of physical office and enables recruit talents and experts without geographical limitations. However, a reliable ✓ communication, proper coordination and digital discipline environment is need to be built to maintain the productivity. ✓

Not only these, but technology has also transformed how business attract and building conversation? ✓ conservation with customers. Entrepreneurs now prefer to use social media, SEO, online ads and content marketing for faster, cheaper and more targeted promotion instead of relying on physical advertisement that need more cost and attention (*Cornell SC Johnson College of Business, 2024*). For CARSOME, they utilize Facebook, YouTube, Instagram and Google Ads to reach car buyers and sellers to provide transparency through videos, reviews and online product listings. Their ✓ approach increases customer engagement, boosts brand trust and goodwill, and allows them to reach out with target audience on a much larger scale than traditional approach.

The last impact that technology bring for entrepreneurship is building an end-to-end digital ✓ service ecosystem. Unlike single function businesses, technology allows entrepreneurs to create an integrated digital ecosystem. Technology helps on connects every stage of the buying and selling process, which enhancing customers convenience and giving the business multiple revenue streams (*Oklahoma Small Business Development Centers, n.d.*). In CARSOME they do more by offering? than advertise their used cars that offers inspection, financing assistance, documentation processes, and ownership transfer within one unified system. The ecosystem model able to increase trust, encourages repeat customers, and differentiates CARSOME from traditional car dealerships. ✓

Reflecting on the technological advancements above, I think that they would be extremely important if I were to start my own entrepreneurship journey. With the help of tools like cloud computing and digital platforms, I could start a business with lesser financial pressure and operate even without a physical shop at the beginning. To ensure that business decisions are supported by measurable insights rather than assumption, I would also rely on data driven decision making to guide marketing strategies, pricing and product development. I would use remote collaboration tools like shared cloud workspaces and communication apps to effectively manage my team which would lower operating costs and enable me to collaborate with talent from any location.

However, I recognize that technology also come with several concerns and ethical responsibilities such as cybersecurity threats, data theft, and privacy risks. These are the real issues that entrepreneurs must take it seriously. Digital dependency can be dangerous if the system crashes or if the business relies too heavily on automation without human judgement. A successful entrepreneurship must balance digital efficiency with human values, creativity, adaptability, and strong business strategies to avoid technology replace human connection that builds genuine trust with customers.

In conclusion, technology has transformed entrepreneurship by reducing startup costs, empowering data-driven decision making, enabling remote teamwork, improving digital marketing engagement and supporting end to end service ecosystems. CARSOME is one of the examples that how a modern Malaysia business has applied digital tools to grow the business rapidly. The impacts show that the entrepreneurs today have more opportunities and resources than before which can let them willing to adopt technology in their entrepreneurship journey. As technology will evolve nonstop, its influence on business will only become more and more significant. The future of entrepreneurship is full of digital, innovated, and globally connected but it still required human perspective to guide it responsibly. Moving forward, a entrepreneur who can combine technological tools with ethical values, customer understanding and strategic thinking will be the one who is most close to successful.

References ✓

Good attempt with recent references (less than 5 years)
Arrange in alphabetical order
No need to number each reference.

- ✗ CARSOME. (n.d.). *About us*. Retrieved November 28, 2025, from <https://www.carsome.my/about-us>
- ✗ Economic Impact Catalyst. (n.d.). *The Impact of Technology on Entrepreneurship-led Economic Development (ELED)*. Retrieved November 28, 2025, from <https://www.economicimpactcatalyst.com/blog/impact-of-technology-on-eled>
- ✗ London College of Contemporary Arts. (2024, September 10). *Exploring the impact of technology on modern entrepreneurship*. Retrieved November 28, 2025, from <https://www.lcca.ac.uk/blog/fashion/exploring-the-impact-of-technology-on-modern-entrepreneurship/>
- ✗ Oklahoma Small Business Development Centers. (n.d.). *The role of technology in business*. Retrieved November 28, 2025, from <https://www.oksbdc.org/the-role-of-technology-in-business/>
- ✗ Cornell SC Johnson College of Business. (2024, May 16). *Research: Technology is changing how companies do business*. Retrieved November 28, 2025, from <https://business.cornell.edu/hub/2024/05/16/research-technology-is-changing-how-companies-do-business/>
- ✗ American National University (2020, February 4). *5 reasons technology is important to business*. Retrieved November 28, 2025, from <https://an.edu/5-reasons-technology-is-important-to-business/>

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Mark Sheet with Rubric

Date: 28-11-2025

Student Name: Jason Ho Yu Heng	ID Number: B230111B
Programme: BoS23-B1	Semester: 2025C

Assessment Rubrics (CLO1 – To analyse the business environment for entrepreneurship)

focus on content quality, organization, and supporting evidence

Criteria	Excellent (8-10 points)	Satisfactory (4-6 points)	Poor (0-3 points)	Marks
1. Clarity & Quality of content	<ul style="list-style-type: none"> Identified more than 3 technologies with relevant examples ✓ Thorough discussion and analysis ✓ 	<ul style="list-style-type: none"> Identified 1 to 3 technologies with weak examples Minimal discussion and limited analysis 	<ul style="list-style-type: none"> Did not identify any technology nor examples Minimal discussion and limited analysis 	
2. Structure & Organisation of Content	<ul style="list-style-type: none"> Well-organized structure ✓ clear writing flow none or minimal grammatical errors 	<ul style="list-style-type: none"> Some organisation but lacks clear transitions Has frequent grammar mistakes ✓ 	<ul style="list-style-type: none"> Poorly structured content hard to understand lacks logical flow 	
3. Use of Sources & Citation of reference (APA format)	<ul style="list-style-type: none"> Good use of credible sources, supporting key arguments ✓ Properly cited ✓ 	<ul style="list-style-type: none"> Uses some sources Lacks proper citation 	<ul style="list-style-type: none"> Unverified claims No sources cited 	8/10 Deduction - Carsome more than 10 years = -1 mark
			Total	7/10

Comments:

Good effort on citations of references in content.
 Could improve sentence structure and choice of words.
 Refer to comments in content



Lecturer: Joann Lim
 Date: 01 Dec 2025