

# Creating Business Opportunity by Restoration of Gombak River and Humanising Entrepreneurship Programme in Kg Sungai Chinchin

Muhamad Taufiq Md Saipuanuar<sup>1</sup>, Abdul Rahman Ahmad Dahlan<sup>2</sup>

<sup>1,2</sup> Kulliyah of Information and Communication Technology, International Islamic University Malaysia, Malaysia

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**Abstract:** River is important as it is a part of water resources on earth. It is a rich sources of fish and other aquatic life. Fresh water bring lot of benefits in human daily life such as drinking, cooking and washing clothes as well as for agriculture. The Sustainable Development Goals by the United Nation in life of land is focus on restoring the polluted river and improving the water quality. Irresponsible people that throw the rubbish in the river give a bad impact on it as it cause a river pollution and lot of rubbish floating in the river. Hence, the purpose of this paper is to propose a conceptual business model for the Gombak River restoration and sustainability inland fresh water ecosystems including humanising education through eLearning, mentoring programme and eMarketplace to help local community in Kg Sungai Chinchin. Through this business model, the river can be restored and human can utilise the ecosystem with various benefits in a sustainable way. It can also create business and job opportunity along the riverside, and reduce the unemployment among the local community in Kg. Sungai chinchin. The finding shows that the restoration project has a potential to improve health quality and community safety. Meanwhile, it has the potential in strengthening the economy and increase employment through the humanising entrepreneurship education. This paper adapted the design thinking approach where literature review and interviews were conducted to understand the issue, analyse, formulate and validate the conceptual business model and solution. Business modelling tools like the Business Model Canvas (BMC) and Value Proposition Canvas (VPC) are used in formulating an initial business model for the programme. The initial business model is then validated by customer segment. BMC is a business tool used to visualise all the building blocks of starting a business or programme, including customers, route to market, value proposition and revenue stream. While, VPC is to ensure that a product or service is positioned around customer values and needs.

**Keywords:** river restoration, nature, humanising entrepreneurship education, Sustainable Development Goals, business opportunity, unemployment, job opportunity.

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## I. INTRODUCTION

Gombak river with it length 27-kilometre-long is one of the rivers flowing throughout the capital city of Malaysia, Kuala Lumpur. It has its source in Bukit Bunga Buah, 1420-meter-high, west of Janda Baik and Genting Highlands which the river starts from the Titiwangsa mountain range. The Titiwangsa mountain range plays a vital role as a water catchment area and source for Sg. Gombak. It is tributary of Sg. Klang that contributed its mud to the naming of the city Kuala Lumpur. The river flowing a long way to Kuala Lumpur city until it merges its waters with Sg. Klang at Masjid Abdul Samad Jamek in the middle of city. Kg. Sungai Chincin is one of the areas where the Gombak river will flow through.

River bring many benefits to human and earth such as supply water and nutrients to all area around the world, acts as drainage channels for surface water, source of food and habitats for many animals and plants. Many villages, towns, cities and civilisations were built along the riverside. Not forget to mention that many activities also held around the river bank like festive and business activities.

In the case of Gombak River, overtime it has become polluted due to human unethical doings (Ravindran, 2017). A domestic waste from households and the sewage that people throw into the river increases the pollution levels. Besides that, regular disposal of plastic bags and plastic objects, solid wastes, flowers, garlands are another causes of pollution from households and factories. Other factors causing river pollution include animals washing, car washing and clothes washing. It became worst day by day if human do not stop from polluting to the river. Without awareness and implementation of sustainable programmes, pollution to Gombak River will continue, and a beautiful natural asset will have gone in the near future.

River restoration is the best way to bring back the value of Gombak River. The restoration should not only depend on the authority to do it, but we as a responsible citizen must volunteer ourself to keep it clean in order to bring back the nature. A small deed toward nature can bring many benefits to human kind near future. The collaboration with higher authority like related ministry or state council, non-government organisation, citizen can bring more effort for restoration process become success. The benefits are not only for one or two groups, but for all the communities in Gombak and the Klang Valley.

This paper is highlighted on the restoration of Gombak River and creating business opportunity for local community in Kg Sungai Chinchin with the help of partners and collaborators in Selangor and Kuala Lumpur.

## II. PROBLEM STATEMENT

River is important as it serves as a basic parameter for predicting flood events through water flow, water speed, underground water, drainage and so on. In addition, the river also serves to predict environmental damage such as soil erosion and landslides, deposition, drought and so on (Hua, 2016). However, it is not going to function as it supposed to be when the river pollution happened. That is why action like river restoration should be taken in Gombak River in Kg Sungai Chinchin as it is polluted with the rubbish and waste (Ravindran, 2017). Other than that, regular disposal of plastic bags and plastic object, solid wastes, flowers, and garlands are another source of river pollution nowadays. If the river is not being restored, instead of the water quality going to decreases, it is also makes the aquatic life affected with the pollution. A clean river water is very much important as it is one of the human need in daily life.

Apart from that, demand for high business site in the downtown business district has resulted in a residential area in the middle pushed to the edge of the city (Rofiei, Norngainy, Kamarul, and Adi, 2016). This is because there is no exploration of business alongside the river due to the pollution of Gombak River. The restoration of Gombak River seems to be so much important because it can provide a green ecosystem and creating new business opportunity for the local community in Kg Sungai Chinchin to run businesses in their area. Meanwhile, creating a new business opportunity can reduce unemployment by offering a job opportunity to the community.

## III. OBJECTIVE

The most desired outcome for this paper is to achieve Sustainable Development Goal 4 (SDG4) which is to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all through entrepreneurship activity and then creating a business opportunity for local community by Gombak River restoration, focusing in Kg. Sungai Chinchin area. River restoration is one of the targets by the Sustainable Development Goal 15 (SDG15) to protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss. A small or intermediate size of business can be created after the river restored to the original state with additional modification to make it as an interesting place to come. A good place with adequate facilities and attraction can engage more customer to come and support the business. This business opportunity can increase the household incomes and at the same time can create a job opportunity as targeted by Sustainable Development Goal 8 (SDG8) to promote sustained, inclusive and sustainable economic growth, full and productive employment. This opportunity come due to the availability of physical place for open activity after the restoration process (Yaman, 2009). For example, a food truck or mini café by the riverside and high technology fountain provides a need and an attraction in the meantime for those who need a break from the hustle and bustle of city life.

By the time when the project keeps going in the future, it will provide more opportunity to the local community in Kg. Sungai Chinchin and this opportunity can sustain the local community life but at the same time preserve the river for future generation.

#### IV. LITERATURE REVIEW

##### *A. River Restoration, Economic Growth, and Decent Works*

According to Szalkiewicz, Jusik, and Grygoruk (2018), the number of river restoration projects has been increasing since 1989, which expresses society's growing interest in improving the quality of aquatic environments in Europe. They found that the majority of the river restoration projects were designed and implemented on a site basis, driven by the river's managers and stakeholders desire to improve the rivers. Their action in the design and implementation of river restoration projects tend to reflect the growing societal demand for high quality ecosystem.

Palmer (2005) stated that protecting infrastructure and creating parks are important activities but do not constitute ecological restoration and many in fact actually degrade nearby waterways. Similarly, Johansson and Nilsson (2002) support this statement with saying that riverfront revitalization projects may be successful in economic and social activities near a river but can constrain natural processes of the river and floodplain. In order to develop guidelines for river restoration, they do comparative ecological experiments at contrasting water-level by compared growth and survival of transplanted individuals of four riparian plant species over 2 years on four free-flowing and four regulated riverbank sites in northern Sweden.

Hence, the restoration of rivers and riparian wetlands still has great economic potential; the ecosystem services that these mesobiomes provide have been estimated to retain high economic value (Costanza, d'Arge, deGroot, Farber, Grasso, Hannon, Limburg, Naeem, Oneill, Paruelo, 1997). Demand curves for ecosystem services are said to be very difficult, if not impossible, to estimate in practice. To the extent that ecosystem services cannot be increased or decreased by actions of the economic system, their supply curves are more nearly vertical (Costanza et. al., 1997). In addition, if ecosystem services were actually paid for, in terms of their value contribution to the global economy, the global price system would be very different from what it is today.

##### *B. Sustainable Development Goals (SDG)*

The Sustainable Development Goals are to provide a shared blueprint for peace and prosperity for people and the planet, now and into the future which was adopted by the United Nation Member States in 2015. There are 17 themes in the blueprint. The aim of this goals is to achieve sustainable development agenda for all the themes by 2030.

One of the important themes in the sustainable development SDG15 is Life on Land. It focusses on protect, restore and promote sustainably manage forest, combat desertification, and halt and reverse land degradation and halt biodiversity loss. By 2030, in line with obligations under international agreements, the target to ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, forests, wetlands, mountains and drylands. Indicator 15.1 stated as the proportion of important sites for terrestrial and freshwater biodiversity that are covered by protected areas, by ecosystem type. The effort to restore the river can help to achieve goal in this theme and can sustain preservation for the next generation.

Secondly, is sustainable development goal wants to achieve in this paper was SDG8 goals. This goal focus on promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. The target was on indicator 8.6, to reduce the youth not in employment, education or training. Reducing youth unemployment by creating and training the youth to become an entrepreneur rather than searching for existing job. SDG4.4 target is to substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills for employment, decent jobs and entrepreneurship. This indicator put under sustainable development goal 4 which to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Achieve the sustainable development goals can bring a change to human kind as it cannot change without the effort from the people who concerned about it. Besides, it can increase a quality of life towards people who received the changes in order to be aligned with the people from the developing or developed countries.

##### *C. Employment in Klang Valley*

According to Mohammad Imtiaz, Kalai Selvi, Tanzila, Nasimuzzaman, and Asif Mahbub (2018), the graduate unemployment rate is one of the current issues being discussed by higher education scholars. A research is conducted to

examines the reasons and factors why fresh graduates are facing unemployment in the competitive market in Klang Valley, Malaysia. Based on the findings, this study has demonstrated that having good grades do not ensure employment for fresh graduates in Malaysia. This shows that there is a strong job mismatch relationship between graduate attributes and employability skills. There are many more graduates who still unemployed after many years of their graduation. At the same time, every year there will be new fresh graduates will join the list. So, the government, education institutions and the individual must play a crucial role in order to reduce the unemployment rate.

Dian Hikmah and Mohd Zaidi (2016) stated that the global youth unemployment rate is approximately three times the unemployment rate of adults, and more than two times the overall global unemployment rate. A research seeks to shed light on the state of youth unemployment in Malaysia and provide an overview of immediate and long-term measures to address these issues. These developments in graduate unemployment has raised several key policy questions for emerging economies, regarding enhancing the quality and relevance of education systems to prepare for rapidly evolving industries, the types of jobs being created and the readiness of the human capital base, and measures to enhance matching in the labour market and alleviate information asymmetry on industry skill needs.

#### ***D. Megatrend***

Mega trends are global, sustained and macro-economic forces of development that impacts business, economy, society, cultures and personal lives thereby defining our future world and its increasing pace of change. The impacts of Megatrends on organizational functions are marketing, innovation scouting, research & development budget, product planning and development and technology planning (Frost & Sullivan, 2014). In addition, megatrends are gradual and deep-set trajectories of change that will at some point reshape the economic, jobs and employment markets over the year (Hajkowicz et al., 2016). This identified megatrends especially in workforce as it changes on how the employment market need in future. The implication will be rise toward individuals who manage their careers the ways through which companies manage their workforce and the ways the government regulates and manages the labour market.

It also contributes to new skill and mindset needed in future, new capabilities for new job and also the needed digital literacy alongside with numeracy and literacy. There will be fewer and fewer jobs in near future and individual who searching for the job encourage to increase their education and skills level in line market need. Besides, the competition in job searching become competitive not only in international level but also in local market. It is a big challenge especially to youngster nowadays.

The rising of technology with new technology introduced required new capabilities to get involved in this technology which can be highly demanding in future in job market. Capability preparation is what the individual need to concern whenever they are ready to get into job market.

#### ***E. Humanising Entrepreneurship Education***

A research conducted by Fukky and Abdul Rahman (2019) stated that humanizing education should be implemented within the university to keep in sustainability and stay relevant with the future objective of universities. The research provides the business models, strategies and plans to transform the university from faceless organization into a vibrant institution with human values such as morality and integrity. The universities have to spread its benefits – not only to universities itself, but - to many fields, such as economic, social and humanities. As stated in National Higher Education Strategic Plan and Vision 2020 by MoHE Malaysia, government need to produce an adequate human resource with knowledge, skill, and high moral values from higher education. By these complex and dynamic problem, universities have to evaluate their value offered, design the business model and put values of shari'ah Islam within the business model for make a better institution in the future. The issues are not local scale but on global which affect everyone regardless of race, age, gender or religion. Therefore, not only the higher education communities and environmentalists are responsible for sustaining the environment, but to protect the environment for sustainable living is everyone's duty. The role of the university is in a fundamental value innovation, creating valuable renewal in the short-term by keeping an eye on the long-term and the deep perspective. The value allows universities to do what they do best: quality, integrity and excellence, linked closely with the surrounding society. Additionally, using business models – Business Model Canvas/BMC, Value Proposition Design Canvas/VPD, Environmental Map/ EM, Strategy Canvas/SC – for analyzing the dynamic and complex problem towards university of the future.

Another research conducted by Mohammad Khatib, Saeid Najafi Sarem, and Hadi Hamidi (2013) stated that affective education is effective education. It works on increasing skills in developing and maintaining good relationships, showing concern and support for others, and receiving these as well. It is a special type of interaction in itself, consisting of sharing, caring, acceptance, and sensitivity. This research discussed the main principles and features of humanistic education and tried to take a detailed look at the educational implications and applications of this latest approach in the field of language teaching methodology. Humanistic approach is a language teaching method which emphasizes humanism as the most significant element in the teaching process. However, humanistic education does not need teachers who are merely good academic ones, rather it prefers to take advantage of those teachers who not only know the academic topic and methods well, but also recognize and respect the psychological and emotional states of their students (Mohammad Khatib et.al., 2013).

## V. METHODOLOGY

The Design Thinking approach is adopted in this study to understand the problems, ideate and validate solution alternatives, and to establish the conceptual solution. The researchers used literature review and interviews to understand the problem better, business modelling tools such as the BMC (Business Model Canvas) and VPC (Value Propositions Canvas) in business model solution alternatives ideation, and validation of the BMC and VPC through interviews, and establishing validated business model for sustainability of this project. The interview was conducted on four of Kg Sungai Chinchin residents, Department of Irrigation & Drainage (DID) Selangor and University Centre for Community Engagement (BUDI) to get information, support and suggestion to carried out this project.

## VI. PROPOSED BUSINESS MODEL FOR KG SG. CHINCHIN PROGRAMME

### A. Initial Business Model Canvas

Based on literature review, the initial business model canvas as developed by researcher shows the initial view of all the building blocks.

### B. Initial Value Proposition Canvas

Initial value proposition canvas is a best way to understand customer's needs, design products or services customer required.

### C. Key Findings from Interviews

The interviewed conducted with the resident of Kg. Sungai Chinchin unveiled important key finding about the real problem faced by the community in Kg. Sungai Chinchin. The initial business model canvas was shown during the interview comprised of nine block which Customer Segments, Customer Relationship, Channels, Value Proposition, Key Activities, Key Resources, Key Partners and The Cost Structure. The key finding state that the Gombak river passed through Kg. Sungai Chinchin getting worse due to unmanned behaviour which dispose the disposal item into the river. The river become full of garbage at the same time unpleasant smell start spread widely. One of the reasons is due to lack of dedicated area for disposal waste. In addition, the main entrance to Kg. Sungai Chinchin is small and makes it difficult for disposal vehicle to pick up the waste when the schedule was set. In the meantime, most of the community are under B40 income group which median household income up to RM3,000 only. In the Klang Valley, it considers as not have a sufficient income to sustain a good life in this area. Some of resident in this area are small entrepreneur but their scale still small and focusing only to this area which it will not expand to be more better business.

Furthermore, a partnership with University Centre for Community Engagement (BUDI) was a good start because this society already have experience in community engagement. A joint venture with the club under BUDI such as Gemilang club which will have focused on training and education for the community. Besides, a partnership with Department of Irrigation & Drainage (DID) Selangor also important since this department must have their plan on sustainable the river which much better with cooperation from both IIUM community and department.

**D. Validated Business Model Canvas**

<b>Key Partners</b> <ul style="list-style-type: none"> <li>▪ Selangor State Government</li> <li>▪ Selangor Drainage and Irrigation Department</li> <li>▪ Ministry of Entrepreneurs Development (MED)</li> <li>▪ Ministry of Tourism</li> <li>▪ Non-Government Organization</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>▪ River restoration management</li> <li>▪ Design beautification and fixation and open space plan for river bank</li> <li>▪ Develop river monitoring system</li> <li>▪ Educate &amp; mentoring on managing &amp; humanising business</li> </ul>	<b>Value Proposition</b> <ul style="list-style-type: none"> <li>▪ Protect, restore and promote sustainable use of river ecosystems</li> <li>▪ Enhance entrepreneurship opportunities, tourism &amp; economic activities</li> <li>▪ Increase job opportunity</li> <li>▪ Enhance social interaction and bonding</li> </ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>▪ Monthly Meet-up</li> <li>▪ Social Media</li> <li>▪ Field Visit</li> <li>▪ Network of Mosque</li> </ul>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>▪ Kg Sungai Chinchin Community <ul style="list-style-type: none"> <li>○ Entrepreneur &amp; SMEs</li> <li>○ Residents</li> <li>○ B40</li> </ul> </li> <li>▪ Volunteer</li> <li>▪ Donor/Sponsor</li> <li>▪ Tourist/Customer</li> </ul>
	<b>Key Resources</b> <ul style="list-style-type: none"> <li>▪ Staff/student</li> <li>▪ Digital Infrastructure</li> <li>▪ Managing business &amp; humanising training module</li> <li>▪ KAED, KOE, KENMS, KOS, KICT, ITD, KIRKHS</li> </ul>		<b>Channels</b> <ul style="list-style-type: none"> <li>▪ Tourism Expo</li> <li>▪ Website &amp; Digital platforms – eLearning &amp; eMarketplace</li> <li>▪ State Government</li> <li>▪ Network of Mosque</li> </ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>▪ Staffs</li> <li>▪ Land acquisition</li> <li>▪ Management</li> <li>▪ Heavy machine</li> </ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>▪ State Government Budget Allocation</li> <li>▪ Endowment/Donation</li> <li>▪ Sponsorship</li> </ul>		

**Figure 1: Validated Business Model Canvas for Kg Sg. Chinchin Programme**

Business Model Canvas consists of nine blocks of area which breaks a business model down into easily-understood segments. The nine blocks are Customer Segments, Customer Relationship, Channels, Value Proposition, Key Activities, Key Resources, Key Partners and Cost Structure. Based on the validated business model canvas, the first block is customer segments. This segment basically explains the target audience that the business intends to interact or offer with service. There are three target audiences on this business model canvas. The first target audience is Kg. Sungai Chinchin community which then further can be specifically divided into two categories; entrepreneurs and SMEs, local residents and B40 groups which has household median income of least than RM3,000. Then, the other two audiences are donors and volunteers. Donors are the people who contribute for this project especially in term of financial aid in order to run the project while volunteers are the group of people who will help to run this project in parallel with the realization of the project objective.

The second block is value proposition, which explains how the people in the customer segment block will benefit from this project. For this project, the value proposition proposed are first, to protect, restore and promote sustainable use of river ecosystems, second, to enhance entrepreneurship opportunities, tourism & economic activities, third, to increase job opportunity, and lastly, to enhance social interaction and bonding.

In order to deliver the value propositions proposed to the people listed in the customer segment, both of these segments will be bridged by the channel segment. There are four channels which can be applied. The first one is organizing a tourism expo, and secondly, utilizing the State Government as a middleman between the project and the residents.

Thirdly, since one of the value propositions of the project is to help the local residents in entrepreneurship, it is a good idea to have a dedicated eLearning platform as a medium of learning. eLearning platform is a good substitute since it provides better content management for learning modules, better accessibility, availability and scalability compared to non-digitized approach. Then, as a continuation from the entrepreneurship coaching and mentoring, this project should have its own eMarketplace platform like Airbnb n Alibaba in order to promote the newly-grew start-up business of the local residents. The eMarketplace planned can be either web based or mobile based platform. The eMarketplace should be able to promote products, business premises and services made by the local residents. Last but not least, is utilization of citizen-centric Network-of-Mosque (NoM). According to a journal titled “MyMosqueNet2Cloud Collaborative System: A network of mosques towards eradicating poverty in Malaysia”, utilizing NoM which is a co-owned system can help the poor families in gaining easy and effective access to government “Poverty Eradication” programs such as eKasih (2013). With NoM integrated database too, the key partners of this project can easily identify the people who really need the enhancement of entrepreneurship and economic activities in order to better their quality of life.

The next block is customer relationship. In order to create a good engagement and interaction with the targeted community, it is vital for the project team to setup monthly meet-up with the community and also conducting several field visits if needed. With the application of NoM in this project, the project organizers especially the key partners can cooperate with the local mosque and make the mosque as the bridge between the residents and the organizers. With the presence of mosque committee as the middleman, the communication and response will be effective and clear. These are the best way to keep the customer relationship with the Kg. Sungai Chinchin community.

It is difficult for the project to achieve its agenda without a good key partnership with external bodies or organizations. It is crucial for the project to have good key partners as they will help to assist in term of budgeting, promotion, advisory and authorisation. The key partners involved in this project are Selangor State Government, Selangor Drainage and Irrigation Department, Ministry of Tourism, Ministry of Entrepreneurs Development (MED) and also a few non-government organizations (NGOs). In brief, Selangor State Government is responsible for authorization, budgeting and permission for the project. Then, Selangor Drainage and Irrigation Department is the advisory body which is responsible to make this project impactful to the targeted area. Ministry of Tourism should be the one who can help the project in term of promotion. Ministry of Entrepreneurs Development (MED) on the other hand is responsible to advice and guide the project team regarding the entrepreneurship modules which will be used later in the project. The rest of other key roles like project deliverables should be carried by a few of non-government organizations (NGOs), especially in term of manpower. With the collaboration with the important entities, a well-planned activity can be made in order to accomplish the project.

There are several key activities related for this project. Firstly, a comprehensive and holistic river restoration plan will be constructed as a part of the river restoration management. The second key activity is to fix, design and beautify the riverfront and also utilising the riverbank space. Next, two systems will be developed for this project; the first system is a river monitoring system, which will be used to monitor the condition of the river after the restoration phase and to make it easier to sustain the river in future. The second system is eLearning for entrepreneurs and SMEs. The objective of eLearning system is to aid new entrepreneurs among local residents with guidance and tips on how to be a success entrepreneur together with basic entrepreneurship training. The last key activity is to educate and mentoring and humanising business for entrepreneurs and local SMEs.

All these activities will use the resources especially from International Islamic University Malaysia (IIUM). The resources are mainly from the IIUM staffs such as Information Technology Department (ITD) staffs and students which comes from the faculties of KAED, KOE, KENMS, KOS, KICT and KIRKHS. The resources include the digital infrastructure to store the online platform, teaching module eMarketplace like Airbnb n Alibaba, representative of the Kulliyah and expertise from ITD. This project also requires a good resource of training module for managing and humanising business.

The cost needed to operate this project is mainly to pay the salaries of the staff hired to support this project, operation and management team, land acquisition and heavy machines which will be rented for the restoration of the river. The cost for this project will be supported by the revenue stream which will be originated from the budget allocation from the State Government, sponsorship and also endowment fund from the external donors.

**E. Validated Value Proposition Canvas**

**Table 1: Validated Value Proposition Canvas**

<b>Customer Segment: Kg. Sg. Chinchin Resident</b>					
<b>Products &amp; Services</b>	<b>Gain Creators</b>	<b>Pain Reliever</b>	<b>Pains</b>	<b>Gains</b>	<b>Customer Jobs</b>
<ul style="list-style-type: none"> <li>• Provide shop, stall or open space for business</li> <li>• Enhance entrepreneurship opportunities activities</li> </ul>	<ul style="list-style-type: none"> <li>• Give place for doing business</li> <li>• Locate strategic place to doing business</li> <li>• Make business authorization easier</li> <li>• Knowledge in humanism business</li> </ul>	<ul style="list-style-type: none"> <li>• Affordable rent</li> <li>• Good amenities</li> <li>• Attractive place</li> <li>• Good management</li> <li>• Mentoring and education</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive Rent</li> <li>• Worst amenities</li> <li>• Place not attractive</li> <li>• Bad management</li> <li>• Lack of business skill and education</li> </ul>	<ul style="list-style-type: none"> <li>• Business opportunity</li> <li>• Strategic place</li> <li>• Speed up business authorization process</li> <li>• Education in business</li> </ul>	<ul style="list-style-type: none"> <li>• Manage business</li> <li>• Find employee</li> <li>• Gain profit</li> <li>• Find business place</li> </ul>
<b>Customer Segment: Volunteer</b>					
<b>Products &amp; Services</b>	<b>Gain Creators</b>	<b>Pain Reliever</b>	<b>Pains</b>	<b>Gains</b>	<b>Customer Jobs</b>
<ul style="list-style-type: none"> <li>• Digital platform</li> </ul>	<ul style="list-style-type: none"> <li>• Mentoring materials</li> </ul>	<ul style="list-style-type: none"> <li>• Material quality</li> <li>• Comprehensive material title</li> </ul>	<ul style="list-style-type: none"> <li>• Low quality of material</li> </ul>	<ul style="list-style-type: none"> <li>• Humanism education</li> <li>• Flexible working time</li> </ul>	<ul style="list-style-type: none"> <li>• Provide an expertise in educating and mentoring</li> <li>• Provide consultation</li> </ul>
<b>Customer Segment: Tourist/Customer</b>					
<b>Products &amp; Services</b>	<b>Gain Creators</b>	<b>Pain Reliever</b>	<b>Pains</b>	<b>Gains</b>	<b>Customer Jobs</b>
<ul style="list-style-type: none"> <li>• Tourism Area</li> <li>• Souvenir shops</li> </ul>	<ul style="list-style-type: none"> <li>• Various types of shop</li> </ul>	<ul style="list-style-type: none"> <li>• Attractive place to visit</li> <li>• Good amenities</li> <li>• Not far from hotel</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of attraction place</li> <li>• Worst amenities</li> <li>• Far from hotel</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple choice of souvenir</li> </ul>	<ul style="list-style-type: none"> <li>• Visit attractive places</li> <li>• Buy souvenirs</li> </ul>

**VII. CONCLUSION & FUTURE WORKS**

In conclusion, business opportunity can happen by make a restoration of Gombak river in Kg Sungai Chinchin. Due to a crowded and not strategic area, some kind of business is hard to grow and survive especially in the centre of the city. A clean and conducive environment with a strategic place is needed to attract the customer especially when it comes to nature. A nature-surrounding contributes to a mental well-being for human as it makes people feel so calm. So, river restoration is the best way to bring back its original state and at the same time it creates opportunity in business without change the river state. A city people nowadays would love to choose a peaceful and close-to-nature place to release the stress and fatigue of working. Using the Business Model Canvas and Value Proposition Canvas to run or formulate business model and programmes, a small project can make a big different instead of creating business opportunity at the riverside area. The future work will develop the project and change management plan according to the criteria that has been evaluated in this work. In addition, the project can be expanded throughout the Gombak River and not limited to Kg. Sungai Chinchin area only. The bigger area covers by the project, the bigger goal can be achieved.

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