

IMPACT REPORT

PRUKasih – TAYLOR'S ENTREPRENEURSHIP PROGRAM

in collaboration



Taylor's Education Group



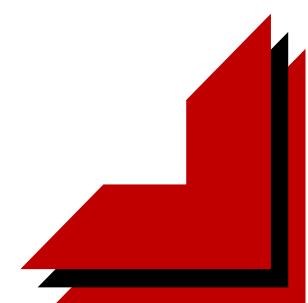
TAYLOR'S COMMUNITY
Inspiring and Impacting The Community





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INTRODUCTION



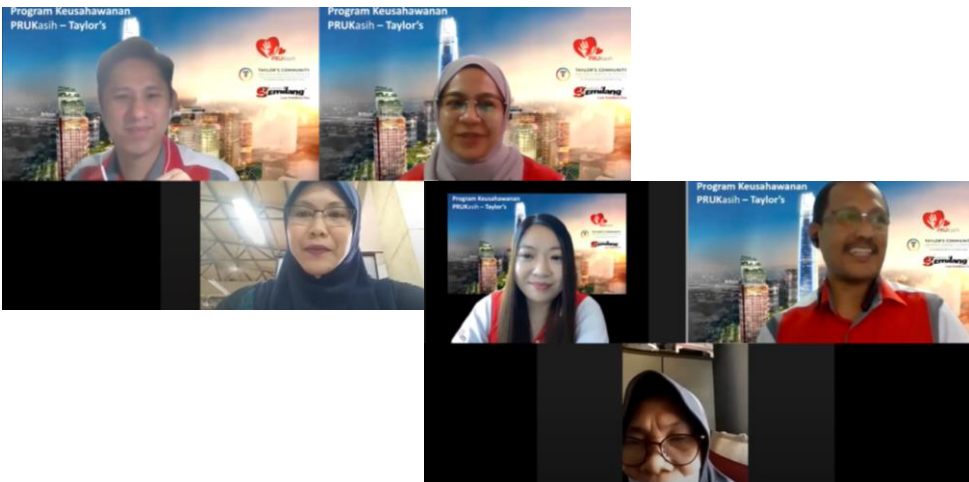
TAYLOR'S COMMUNITY
Inspiring and Impacting The Community

PRUKasih – TAYLOR'S ENTREPRENEURSHIP PROGRAM

is a collaboration between Prudential Assurance Malaysia Berhad and Taylor's Education Group through our CSR initiative by PRUKasih and Taylor's Community.

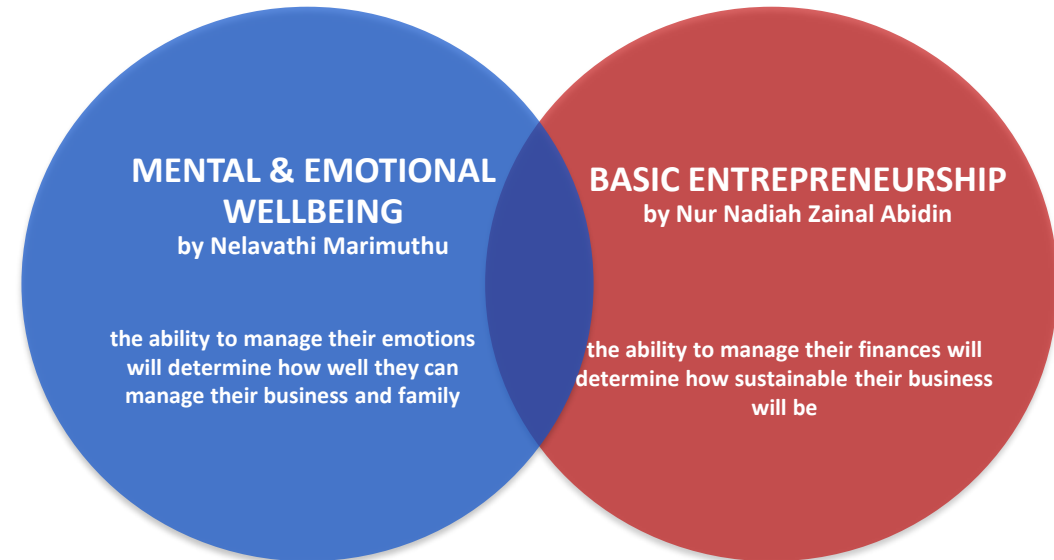
To empower financial independence amongst selected B40 communities o generate sustainable income by equipping them with business knowledge and instilling emotional wellbeing

PROGRAM OVERVIEW



INTERVIEW SESSION

Each candidates had to gone through interview with PRUKasih and Taylor's team



EDUCATION PHASE

Combination of entrepreneurship with mental and emotional wellbeing modules

PROGRAM OVERVIEW



PITCHING DAY

Provide pitching experience to participants and chance to win equipment grant from Prudential amount RM1,000.00



GRANT AWARD

PRUKasih deliver the equipment to grant winners base on the items they pitched to the judge

PROGRAM OVERVIEW

| | |
|--------------------------------|---------------------|
| RUSZITA BINTI ABDUL GHANI | |
| Kelas : PRUKasih- Taylor's | |
| PENDAPATAN HARIAN | JUMLAH (RM) |
| Kek Coklat Moist | RM220.00 |
| Roti Jala | RM576.00 |
| Kuih Muih | RM1,430.00 |
| Komisiyen Penghantaran | RM0.00 |
| JUMLAH PENDAPATAN (A) | RM2,226.00 |
| PERBELANJAAN TETAP | JUMLAH (RM) |
| Gaji | MYR 1,500.00 |
| | |
| PERBELANJAAN BERUBAH | JUMLAH (RM) |
| Utiliti | MYR 150.00 |
| Bahan Mentah | MYR 150.00 |
| Bahan Kering | MYR 66.00 |
| Minyak petrol | |
| | |
| JUMLAH PERBELANJAAN (B) | MYR 1,866.00 |
| Lebih atau defisit (A-B) | MYR 360.00 |



MONITORING PHASE
to track participants' financial or income performance and provide necessary assistance



CONVOCATION DAY
to give final closure of program and award participants who give their best during the program



PROGRAM REPORT

INTERVIEW
DAY

EDUCATION
PHASE

PITCHING DAY

MONITORING
PHASE

CONVOCATION





PROGRAM REPORT

INTERVIEW
DAY

EDUCATION
PHASE

PITCHING DAY

MONITORING
PHASE

CONVOCATION



REPORT: INTERVIEW DAY

4 & 6 July 2020 | Zoom Meeting

Attendance



Candidates
33/54 pax
(32 responses)

Interviewers
10/10 pax
(8 responses)

Technical Supports
2/2 pax

Accepted participants

32 pax

Hit minimum target 30 pax



12 PPR Kg. Muhibbah
10 PPR Taman Putra Damai
10 PPR Kg. Baru Air Panas

| General Rating (x/5) | Candidates | Interviewers |
|---|------------|--------------|
| The interview session was well organized and managed. | 4.47 | 4.25 |
| The interview session timing is well paced | 4.56 | 4.13 |
| Each interview session had a smooth transition. | 3.03 | 3.63 |

Overall Feedback



User friendly and suitable for interview session



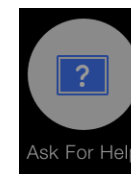
Need briefing how to use Zoom function such as JOIN breakout room, poll and chat



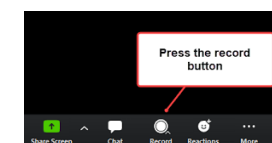
Need more time for interview but understand time constraint and to make participants more focus



Need this 5 minutes rule to be followed as some of interviewer got back-to-back interviewee in room



Interviewers do not know how to communicate with technical support



Record all interview session successfully

REPORT: INTERVIEW DAY

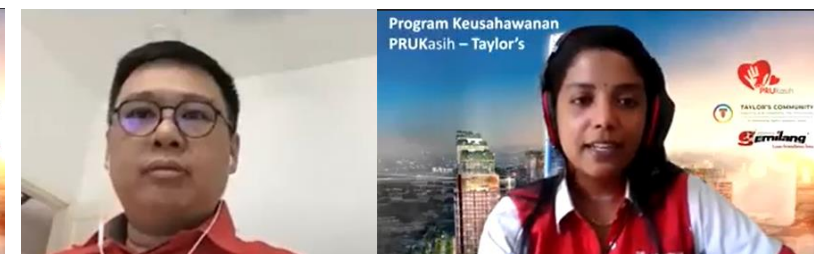
4 & 6 July 2020 | Zoom Meeting



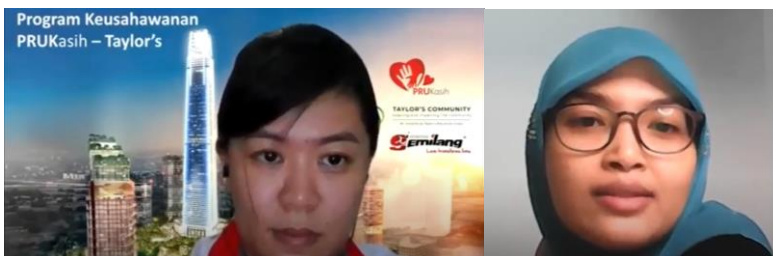
Interviewer Room 1
May Wong & Mad Rizal



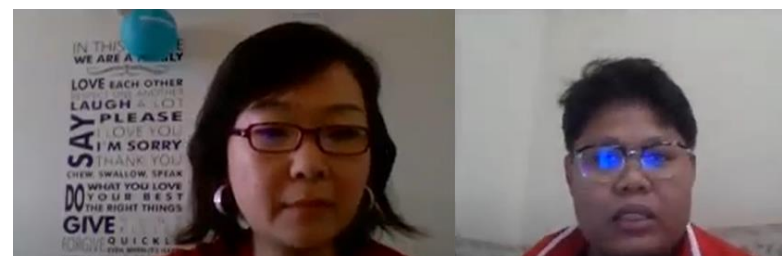
Interviewer Room 2
Jeffrey & Elin



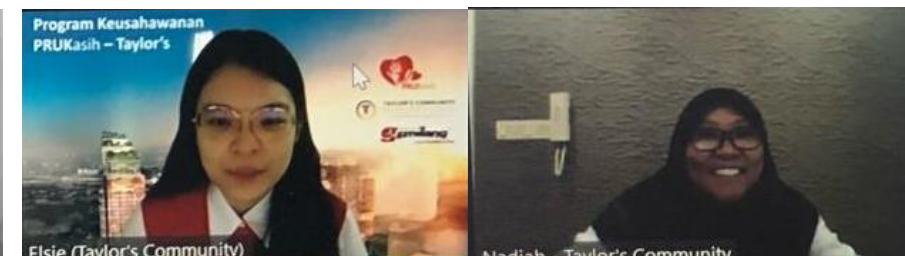
Interviewer Room 3
Eddy & Nela



Interviewer Room 4
Carmen & Amalina



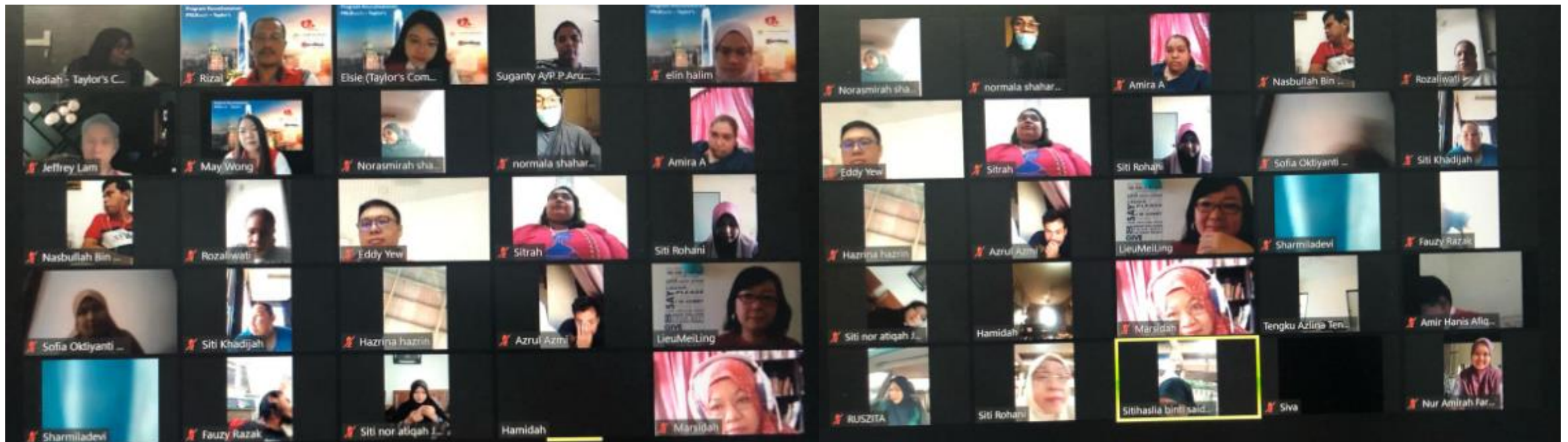
Interviewer Room 5
Mei Ling & Amir



Technical Support
Elsie & Nadiah

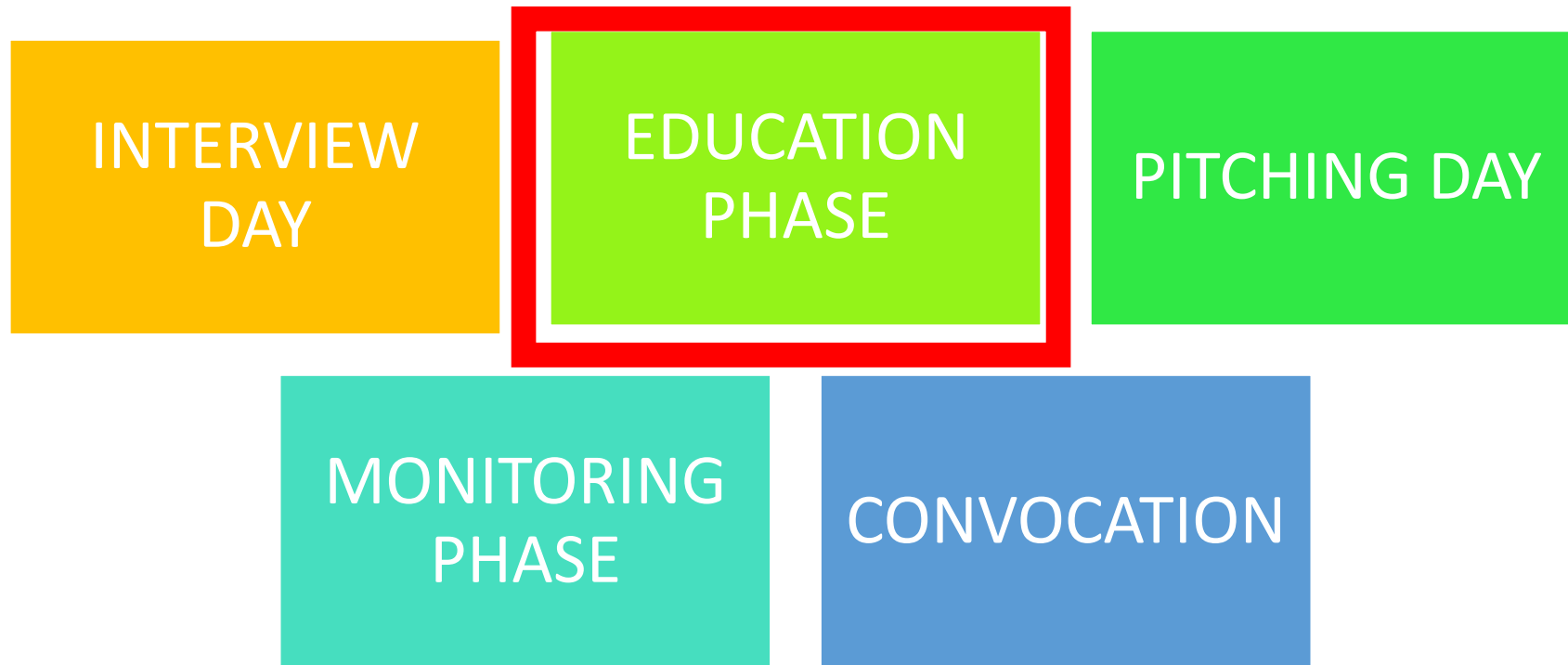
REPORT: INTERVIEW DAY

4 & 6 July 2020 | Zoom Meeting



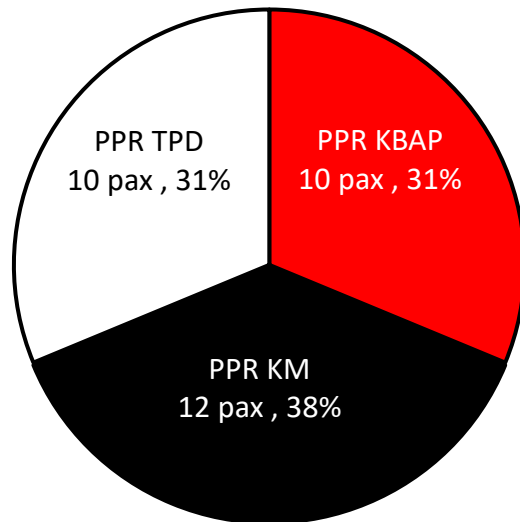


PROGRAM REPORT

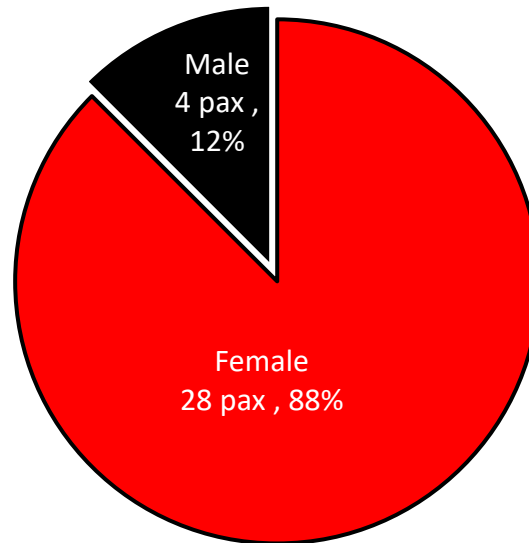


REPORT: EDUCATION PHASE

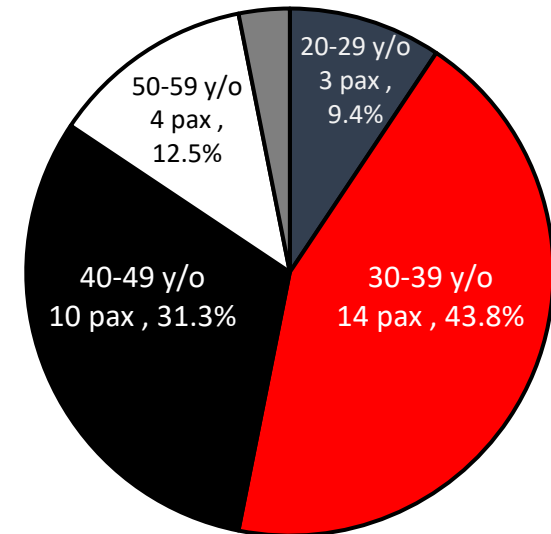
PARTICIPANT PROFILE



Locality



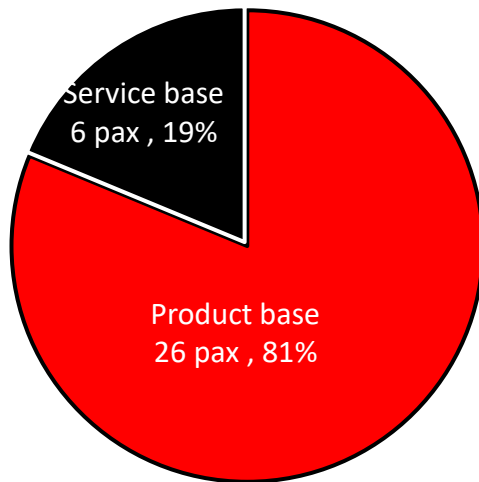
Gender



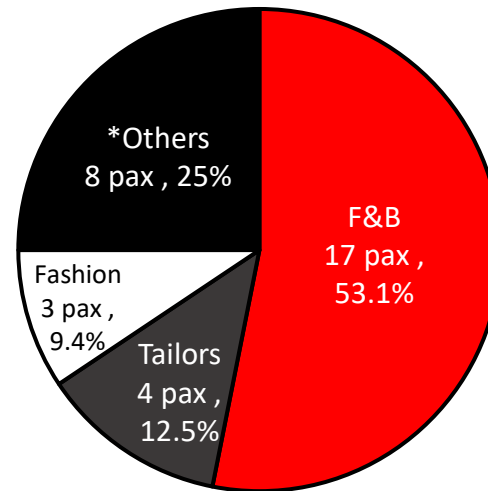
Age

REPORT: EDUCATION PHASE

PARTICIPANT PROFILE

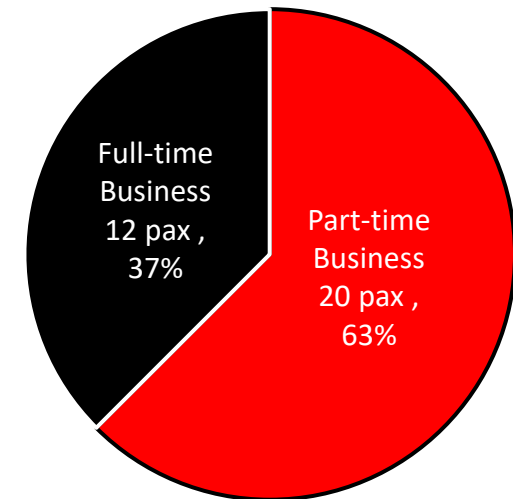


Type of
Business



Type of
Industry

*Others consist of technical service, healthcare, retail, agriculture and telecommunication

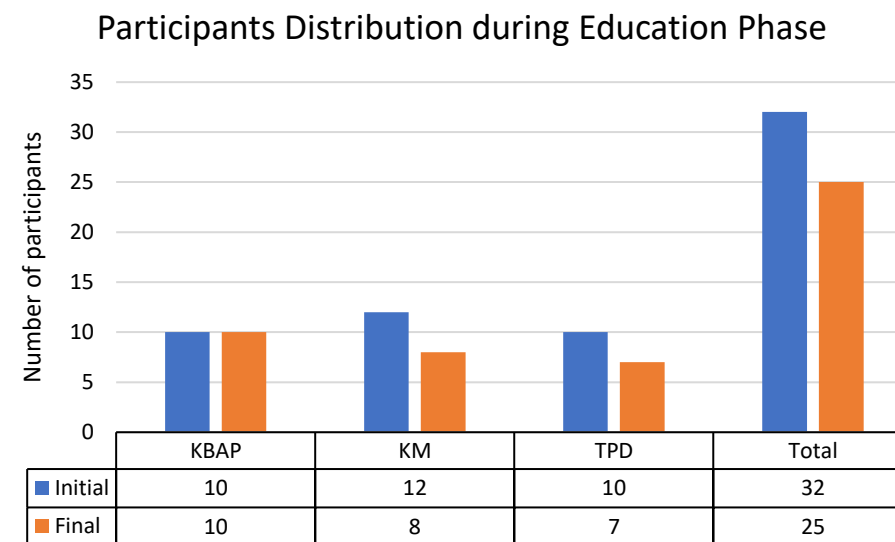


Commitment to
Business

REPORT: EDUCATION PHASE

11 July – 12 September 2020

| Class Date | Emotional Wellbeing Module | Entrepreneurship Module |
|------------|-------------------------------------|---|
| 11 Jul | Rebuild Thinking | Basic Introduction & Business Goal / Vision |
| 25 Jul | Handling Unfinish Business | Business Challenges and Risk Management |
| 8 Aug | Connectedness of Feeling and Action | Target Market and Basic Marketing (Canva) |
| 22 Aug | None | Marketing Platform, Apps and Tools |
| 12 Sep | Confidence as Presenter | Basic Business Financial & Documentation |

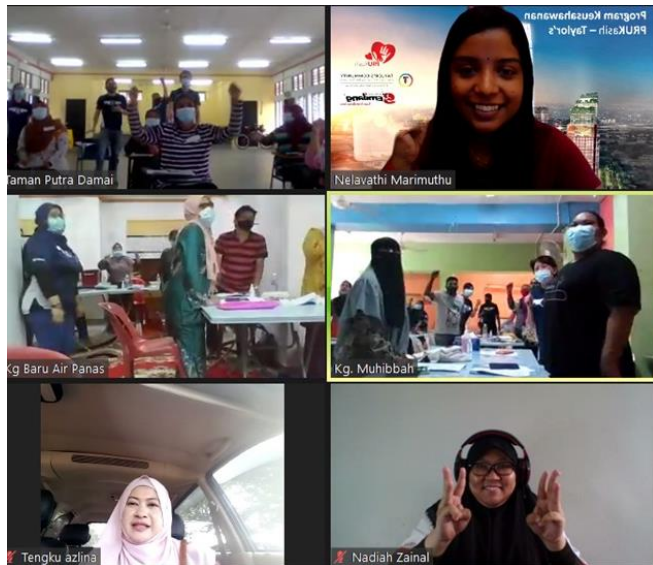


Add a session for marketing as participants request more time to do hands on with Canva and online marketing is one of the module that participants would like to learn during pandemic

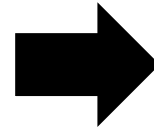
78.1% of participants had put their full commitment for the program

REPORT: EDUCATION PHASE

11 July – 12 September 2020



July & August



September

Change mode of deliveries from **remote learning to physical class** at Taylor's Lakeside Campus. Participants get a chance to prepare their pitching deck by using desktop from computer laboratory with hands-on assistance from facilitator

PRUKasih - Taylor's Entrepreneurship Program



Participants:
32 pax
B40



PPR Kg. Muhibbah
PPR Taman Putra Damai
PPR Kg. Baru Air Panas



Attendance Rate:
82.5 %

Average base on 32 pax

Drop Out Rate:
21.9%

7/32 pax drop out during
education phase

Level of Satisfaction of the Session (x/5):



Schedule for Education Phase **4.7**

Content for Education Phase **4.8**

Trainers & Facilitator for Education Phase **4.8**

100%

- mentioned that the classes were beneficial.
- would recommend this program to others.
- would continue to run their business regardless of the pitching results.

ASPECT IMPROVED DURING EDUCATION PHASE

Personal Development

Self-confidence **94.7%**

Presentation Skills **61.1%**

Communication Skills **77.8%**

Emotional Well Being **83.3%**

Financial Planning **72.2%**

Business Development

Goal Setting **83.3%**

Branding & Marketing **55.6%**

Financial Skills **66.7%**

Business Collaboration **50%**

Income/Increment **44.4%**

Digital Literacy **77.8%**

PRUKasih - Taylor's Entrepreneurship Program

Feedback for future planning!

Do you need more classes to further enhance your business?



How many more months of guidance do you need?



If classes are shifted on Facebook or WhatsApp, 100% would join as it is basic access for participants

Participants need extra help in

66.7%

Accounting (Book keeping)

55.6%

Customer Database

88.9%

Marketing Skills & Ideas

Helpful Elements that worked!

77.8%

Help from volunteers of **PRUKasih**.

55.6%

Online Classes from Taylor's Education Group

55.6%

Hands-on Mock Pitching at Taylor's Lakeside Campus

Overall Impact | Education Phase | 11 July – 12 Sept 2020

PRUKasih - Taylor's Entrepreneurship Program



PPR Kg Baru Air Panas



PPR Kg Muhibbah



PPR Taman Putra Damai



PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
B40 Families



- PPR Kg. Muhibbah
- PPR Taman Putra Damai
- PPR Kg. Baru Air Panas



Attendance Rate:
93.8 %
(30/32 pax)

Level of Satisfaction of the Session (x/5):



Agenda of the Session **4.5**

Location & Set Up **4.5**

Food **4.2**

100% mentioned that the classes were beneficial.

OVERALL IMPACT (x/5)

Confidence Level in today's class to help:

Improve Emotional Well Being

BEFORE CLASS 4.3

AFTER CLASS 4.5

Increase Business Knowledge

BEFORE CLASS 4.4

AFTER CLASS 4.3

Increase Income Making

BEFORE CLASS 4.5

AFTER CLASS 4.3

PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
B40 Families



- PPR Kg. Muhibbah
- PPR Taman Putra Damai
- PPR Kg. Baru Air Panas



Attendance Rate:
90.6%
(29/32 pax)

Level of Satisfaction of the Session (x/5):



Agenda of the Session **4.5**

Location & Set Up **4.5**

Food **4.2**

100% mentioned that the classes were beneficial.

OVERALL IMPACT (x/5)

Confidence Level in today's class to help:

Improve Emotional Well Being

BEFORE CLASS 4.3

AFTER CLASS 4.5

Increase Business Knowledge

BEFORE CLASS 4.4

AFTER CLASS 4.6

Increase Income Making

BEFORE CLASS 4.3

AFTER CLASS 4.5

PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
B40 Families



- PPR Kg. Muhibbah
- PPR Taman Putra Damai
- PPR Kg. Baru Air Panas



Attendance Rate:
N/A

Level of Satisfaction of the Session (x/5):



Agenda of the Session **4.6**

Location & Set Up **4.5**

Food **4.2**

100% mentioned that the classes were beneficial.

*The first class showed irregular numbers that the class reduced their confidence. Yet, in the second class, it reflected that the class boosted their confidence. Hence, the numbers being quite stagnant at this moment.

OVERALL IMPACT (x/5)

Confidence Level in today's class to help:

Improve Emotional Well Being

BEFORE CLASS 4.3

AFTER CLASS 4.5

Increase Business Knowledge

BEFORE CLASS 4.4

AFTER CLASS 4.5

Increase Income Making

BEFORE CLASS 4.4

AFTER CLASS 4.4

PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
B40 Families



- PPR Kg. Muhibbah
- PPR Taman Putra Damai
- PPR Kg. Baru Air Panas



Attendance Rate:
74.2%
(23/31 pax)

Level of Satisfaction of the Session (x/5):



Agenda of the Session **4.5**

Location & Set Up **4.5**

Food **3.5**

**Bad ratings for food came from participants from PPR KM & PPR TPD as their food spoilt during lunch and they are at same location*

100% mentioned that the classes were beneficial.

OVERALL IMPACT (x/5)

Confidence Level in today's class to help:

Improve Emotional Well Being

BEFORE CLASS 3.4

AFTER CLASS 4.5

Increase Business Knowledge

BEFORE CLASS 3.8

AFTER CLASS 4.3

**Lower ratings for Poster Canva Making*

Increase Income Making

BEFORE CLASS 4.4

AFTER CLASS 4.4

PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
B40 Families



- PPR Kg. Muhibbah
- PPR Taman Putra Damai
- PPR Kg. Baru Air Panas



Attendance Rate:
86.2 %
(25/29 pax)

Level of Satisfaction of the Session (x/5):



Agenda of the Session **4.7**

Location & Set Up **4.7**

Food **4.7**

100% mentioned that the classes were beneficial.

OVERALL IMPACT (x/5)

Confidence Level in today's class to help:

Improve Emotional Well Being

BEFORE CLASS **N/A**

AFTER CLASS **N/A**

Increase Business Knowledge

BEFORE CLASS **4.0**

AFTER CLASS **4.4**

**Lower ratings for Poster Canva Making*

Increase Income Making

BEFORE CLASS **4.2**

AFTER CLASS **4.4**

PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
B40 Families



- PPR Kg. Muhibbah
- PPR Taman Putra Damai
- PPR Kg. Baru Air Panas



Attendance Rate:
100 %
25/25 pax after remove
all drop out

Level of Satisfaction of the Session (x/5):



Agenda of the Session **5.0**

Location & Set Up **4.5**

Food **4.0**

100% mentioned that the classes were beneficial and
need to practice it

OVERALL IMPACT (x/5)

Confidence Level in today's class to help:

Improve Emotional Well Being

BEFORE CLASS 4.3

AFTER CLASS 4.5

Increase Business Knowledge

BEFORE CLASS 4.1

AFTER CLASS 4.3

**Lower ratings for Poster Canva Making*

Increase Income Making

BEFORE CLASS 4.0

AFTER CLASS 4.1



PROGRAM REPORT

INTERVIEW
DAY

EDUCATION
PHASE

PITCHING DAY

MONITORING
PHASE

CONVOCATION



PRUKasih - Taylor's Entrepreneurship Program



Taylor's Lakeside Campus
LT6 | LT7 | LT10 | LT11



Attendance Rate:

69.2 %

18/26 pax excited to pitch

Drop Out Rate:

43.8%

14/32 pax total drop out
before pitching day



**Number of
Participants:**

18

**Number of
Judges:**

12



**Number of
Working team:**

10

**Number of
Volunteers:**

18



All participants received the **grant award RM1,000.00** in term of
equipment or marketing tools

All equipment had been delivered by PRUKasih team by **middle of** of
October 2020

REPORT: PITCHING DAY

26 September 2020





PROGRAM REPORT

INTERVIEW
DAY

EDUCATION
PHASE

PITCHING DAY

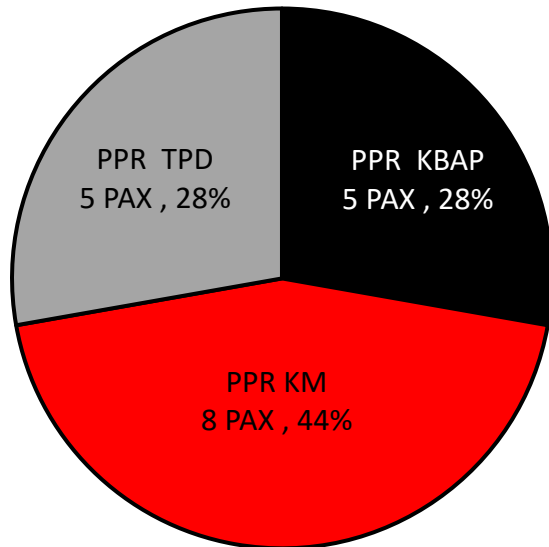
MONITORING
PHASE

CONVOCATION

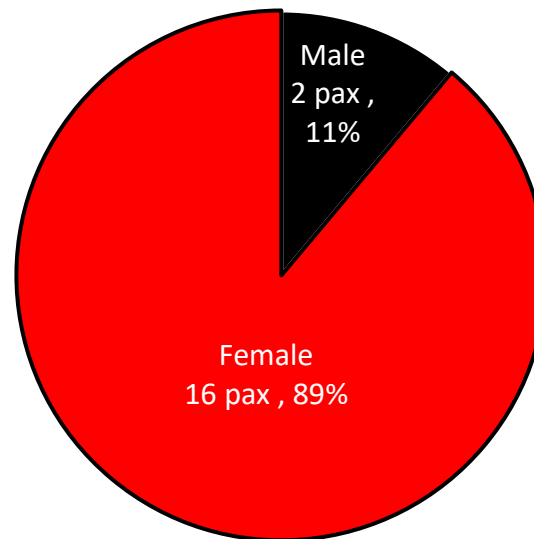


REPORT: MONITORING PHASE

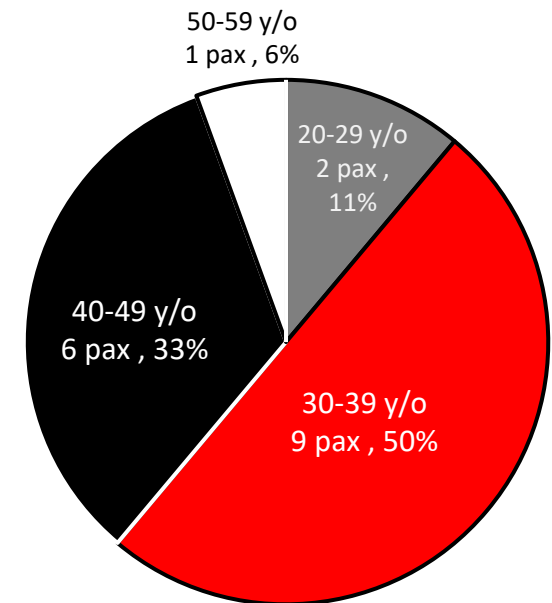
PARTICIPANT PROFILE



Locality



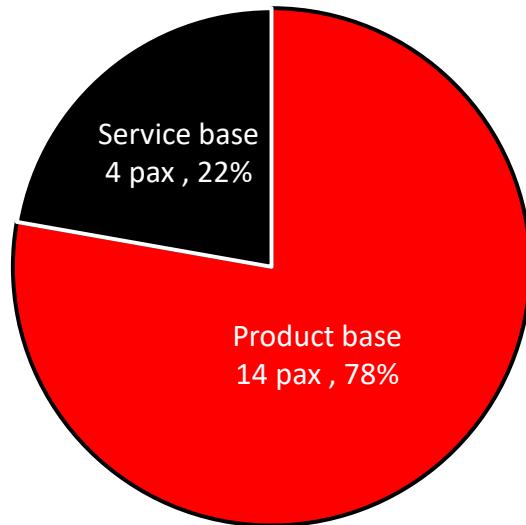
Gender



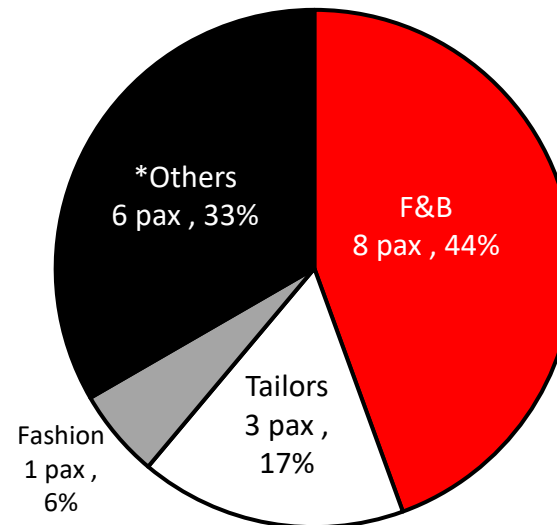
Age

REPORT: MONITORING PHASE

PARTICIPANT PROFILE

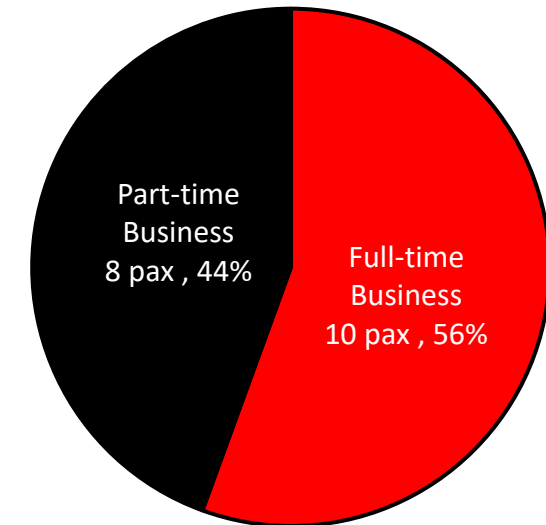


Type of
Business



Type of
Industry

*Others consist of technical service, healthcare, retail, agriculture and telecommunication



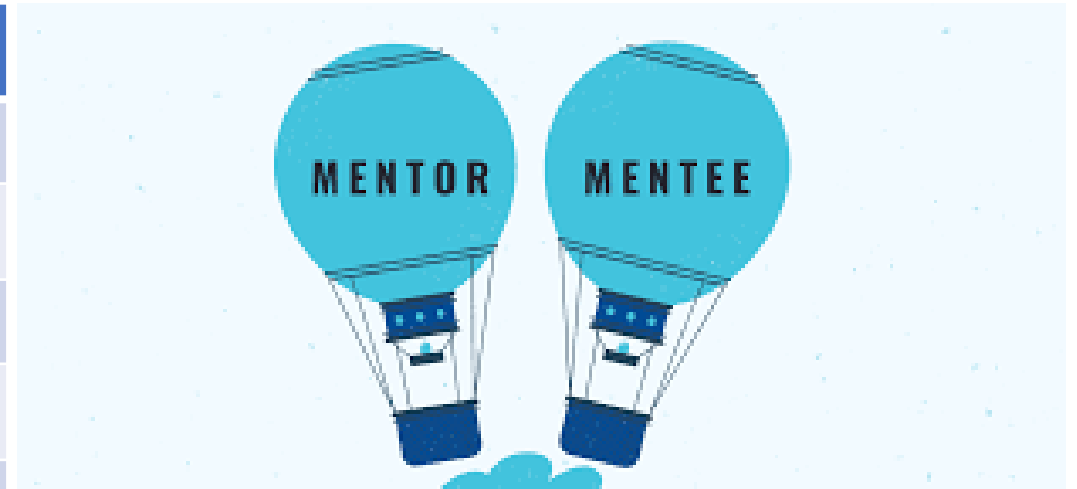
Commitment to
Business

REPORT: MONITORING PHASE

24 October 2020 – 6 February 2021

| Class Date | Emotional Wellbeing Module | Entrepreneurship Module |
|------------|------------------------------|---------------------------------------|
| 24 Oct | N/A | Basic Business Financial |
| 7 Nov | Responsibility vs Commitment | Target Market & Marketing |
| 5 Dec | Dream & Vision | Financial & Marketing Tracking |
| 9 Jan | N/A | INSKEN Session & Financial Discussion |
| 6 Feb | Rationale Thinking | Financial Discussion |

Recap and dive deep with all the module from Education Phase



Each participant got mentor to assist to do financial report so low possibility that participants will not do their financial record

REPORT: MONITORING PHASE

24 October 2020 – 6 February 2021



Always need to remind participants

- to include all operation cost in financial report as they are new to record keeping and unsure how to record it
- to jog down justification as reminder for them and much easier to track if have any backdated issue
- to always counter check or tally the accounts as it will much way easier for next month record
- to write the number properly or use computer to reduce human error

PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
18 grant winners



PPR Kg. Muhibbah
PPR Taman Putra Damai
PPR Kg. Baru Air Panas



Attendance Rate:

93.3%

Average base on 18 pax

Drop Out Rate:

0%

All committed to revamp
their business

Level of Satisfaction of the Session (x/5):



Content related to business

4.46

Understanding of the module

4.31

Module Practicality

4.53

Give new knowledge

4.42

17% income increased in average (removed 4 outliers)

44% of participant income increased

11% of participants hit their target

*Take note that this happen during MCO and pandemic COVID-19

PRUKasih - Taylor's Entrepreneurship Program



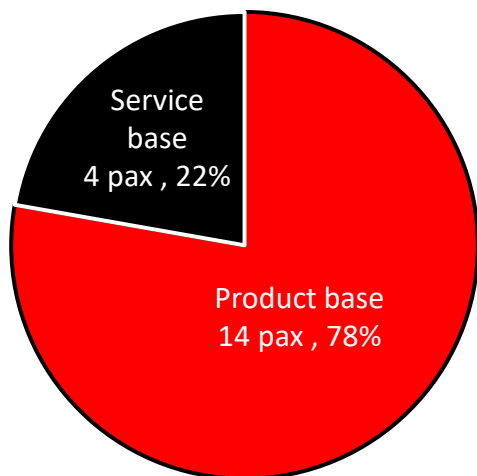
Beneficiaries:
18 grant winners



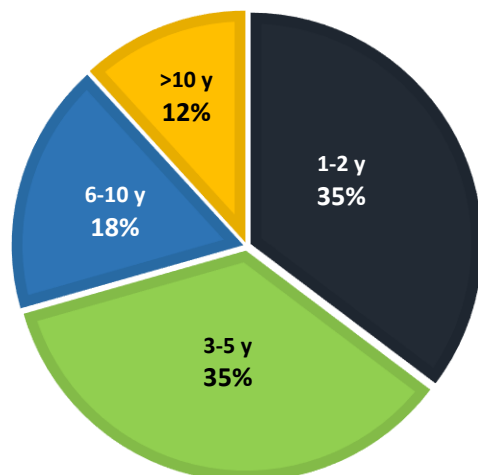
PPR Kg. Muhibbah
PPR Taman Putra Damai
PPR Kg. Baru Air Panas



Attendance Rate:
100%
*17/18 survey responses



Type of Business:



Years of Business:

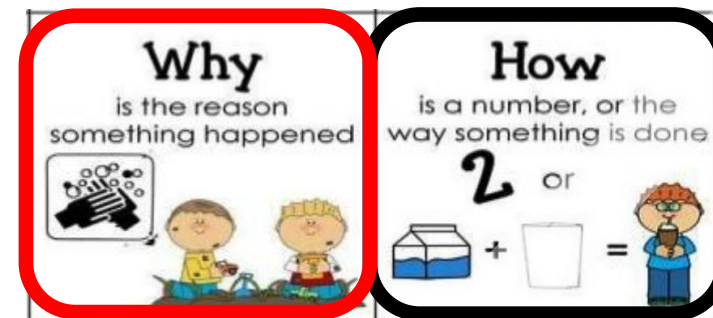
OVERALL Learning: Record Keeping Key Take Away



Before class:
2.71



After class:
4.29



Gain more knowledge by explanation on **WHY & HOW** to do record keeping

Level of Satisfaction of the Session (x/5):



| | |
|------------------------------------|------|
| Content related to business | 4.41 |
| Understanding of the module | 4.29 |
| Practicality of the module | 4.06 |
| Using Zoom Meeting for the session | 4.53 |

100% mentioned that the classes were beneficial & need to practice it

PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
17/18 pax

* 1 MC due to high fever



PPR Kg. Muhibbah
PPR Taman Putra Damai
PPR Kg. Baru Air Panas



Attendance Rate:
94.4%

*12/17 survey responses

Level of Satisfaction of the Session (x/5):



Content related to business

4.50

Understanding of the module

4.29

Practicality of the module

4.16

Give new knowledge

4.33

100% mentioned that the classes were beneficial to boost their confidence and sales

OVERALL KNOWLEDGE:

Responsibility vs Commitment



Before class:
3.66



After class:
4.33

Target Market & Marketing



Before class:
3.75



After class:
4.33

Start
gaining
sale

Slowly to
learn &
practice

Have
financial
record

More
self
aware

Purpose
and target
in business

More
business
visibility

Push factor to
expand
business

PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
16/18 pax

* 2 MC due to hospitalization



PPR Kg. Muhibbah
PPR Taman Putra Damai
PPR Kg. Baru Air Panas



Attendance Rate:
88.89%

*13/16 survey responses

Level of Satisfaction of the Session (x/5):



Content related to business

4.46

Understanding of the module

4.29

Module Practicality

4.23

Give new knowledge

4.46

100% mentioned that the classes were beneficial to boost their confidence and sales

OVERALL KNOWLEDGE:

Dream and Vision



Before class:
4.00



After class:
4.38

Financial & Marketing Tracking Discussion



Before class:
3.61



After class:
4.38

Need guidance to record financial |
Improve self-awareness | Confidence
Learn the how to do it | Consistency
Keep striving the best | Support system
Positive thinking

PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
16/18 pax

* 2 absent due to stuck in flood
at hometown



PPR Kg. Muhibbah
PPR Taman Putra Damai
PPR Kg. Baru Air Panas



Attendance Rate:
88.89%

*13/16 survey responses

Level of Satisfaction of the Session (x/5):



Content related to business **4.46**

Understanding of the module **4.38**

Module Practicality **4.15**

Give new knowledge **4.30**

Numbers of posting at social media correlated with the income earning.
Participants who has stable income mostly has high frequency of posting per week.

OVERALL KNOWLEDGE:

Session with INSKEN



Before class:
3.61



After class:
4.38

Financial Discussion



Before class:
4.00



After class:
4.46

50% Income increased
Hit projected target

28% Consistently hit
target

83% Improved recording
skill

PRUKasih - Taylor's Entrepreneurship Program



Beneficiaries:
17/18 pax

* 1 absent due to need to do cleaning service



PPR Kg. Muhibbah
PPR Taman Putra Damai
PPR Kg. Baru Air Panas



Attendance Rate:
94.4%

Level of Satisfaction of the Session (x/5):



| | |
|-----------------------------|-------------|
| Content related to business | 4.54 |
| Understanding of the module | 4.46 |
| Module Practicality | 4.39 |
| Give new knowledge | 4.57 |

Numbers of posting at social media correlated with the income earning. Participants who has stable income mostly has high frequency of posting per week.

OVERALL KNOWLEDGE:

Rational Thinking



Before class:
3.91



After class:
4.37

Financial Discussion



Before class:
4.00



After class:
4.42

17% income increased in average (removed 4 outliers)
44% of participant income increased
11% of participants hit their target

*Take note that this happen during MCO and pandemic COVID-19



PROGRAM REPORT

INTERVIEW
DAY

EDUCATION
PHASE

PITCHING DAY

MONITORING
PHASE

CONVOCATION



REPORT: CONVOCATION DAY

TERIMA KASIH KEPADA TETAMU KEHORMAT PROGRAM KEUSAHAWANAN PRUKASIH & TAYLOR'S 2020

27 Februari 2021 | 10.00 pagi



ENCIK GAN LEONG HIN
Ketua Pegawai Eksekutif
Prudential Assurance Malaysia Berhad

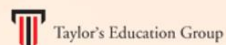


**ENCIK MUHD FIRDAUS
AZHARUDDIN**
Ketua Pegawai Eksekutif
Institut Keusahawanan Negara (INSKEN)



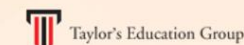
MAY WONG
Ketua Komunikasi &
Tanggungjawab Sosial Korporat
Taylor's Education Group

Serta barisan dif-dif kehormat dari Institut Keusahawanan Negara (INSKEN),
Prudential Assurance Malaysia Berhad, Taylor's Education Group & Yayasan Generasi Gemilang



MAJLIS PENUTUP DAN GRADUASI PROGRAM KEUSAHAWANAN PRUKASIH & TAYLOR'S 2020

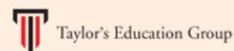
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REPORT: CONVOCATION DAY

MAJLIS PENUTUP DAN GRADUASI PROGRAM KEUSAHAWANAN PRUKASIH & TAYLOR'S 2020

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MAJLIS PENUTUP DAN GRADUASI PROGRAM KEUSAHAWANAN PRUKASIH & TAYLOR'S 2020

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REPORT: CONVOCATION DAY

ANUGERAH UTAMA
PROGRAM KEUSAHAWANAN PRUKASIH & TAYLOR'S 2020
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SITI KHADIJAH OSMAN
Anugerah Berlian
Peserta Terbaik Program



MARSIDAH MOHAMED DIN
Anugerah Intan
Membantu Komuniti Setempat

Dianugerahkan geran penajaan pemasaran bernilai RM1,000 beserta trofi penghargaan



PRUDENCE
FOUNDATION




Taylor's Education Group




TAYLOR'S COMMUNITY
Inspiring and Empowering The Community
An initiative by Taylor's Education Group



ANUGERAH KHAS
PROGRAM KEUSAHAWANAN PRUKASIH & TAYLOR'S 2020
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SITI KHADIJAH OSMAN
Anugerah Nilam
Peningkatan Pendapatan
Terbaik



SITRAH A/P ANNAPAN
Anugerah Delima
Bersemangat & Bermotivasi




HAZRINA HAZRIN JAAPAR
Anugerah Delima
Bersemangat & Bermotivasi

Dianugerahkan geran penajaan pemasaran bernilai RM500 beserta trofi penghargaan



PRUDENCE
FOUNDATION



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ANUGERAH KHAS
PROGRAM KEUSAHAWANAN PRUKASIH & TAYLOR'S 2020
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NUR AMIRAH FARHANAH NAZRI
Anugerah Zamrud
Kreatif & Berinovasi



NORMALA SHAHARUDDIN
Anugerah Mutiara
Komited & Berdisiplin



ELLMIZAMILA ISHAK
Anugerah Mutiara
Komited & Berdisiplin

Dianugerahkan geran penajaan pemasaran bernilai RM500 beserta trofi penghargaan



PRUDENCE
FOUNDATION



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TESTIMONIES



MAD RIZAL BIN ABU BAKAR

Manager CSR Marketing
Prudential Assurance Malaysia Berhad

I can see significant changes in participants emotional, which important for the entrepreneur. Participants now able to accept negative comments and change that comments become a challenge to improve their business.

I remember one of the participants crying while sharing her story in the classroom, and she eventually succeeded in increasing her income and becoming one of the award recipients during the graduation day.

This shows that participants have learned something from this program and practiced the knowledge.

TESTIMONIES



LIEU MEI LING

**Project Lead
PRUKasih – Taylor's
Entrepreneurship Program**

The entrepreneurship module together with the emotional wellbeing sustained the committed participants throughout the challenging journey. For example, we have witnessed how a struggling widow who was still grieving after her husband's death decided to give herself the opportunity to train others in the tailoring profession with the sponsored industrial grade sewing machine she received. We also saw how a mother with 6 children pushed herself to open her retail clothing business with the sponsored mannequins and clothes display set even though she suffers from severe back pain.

One of many memorable moment during the program was seeing one introvert participant come forward during Emotional Wellbeing session discussing about negative feedback and criticisms from customers and how she broke down in front of the other participants. However, she chose to apply the trainer Nela's suggestions to overcome the negative mindset and she succeeded in staying true to her renewed thinking and graduated from the program.

We saw how the program motivated creativity in designing marketing tools via Canva app and using Whatsapp business to widen the marketing platform. All in all, the program brought about mindset change and transformation in the lives of our community members. For the upcoming cohort, we desire that more community members will be encouraged to step out of their financial challenges and take advantage of the golden opportunity to improve their livelihood and their family's wellbeing.

TESTIMONIES



NUR NADIAH ZAINAL ABIDIN

**Project Lead
PRUKasih – Taylor's
Entrepreneurship Program**

This program give such a good opportunity for PRUKasih participants as we could see how participants could evolve from shy and fragile to such confident person. This leads to their improvement of financial and income.

This program provide so much support, either from participants-participants or participants-mentor relationship. This could help to give participants an assurance that business could be improve if they set themselves right.

They could fly high if they keep learning and improve themselves.

TESTIMONIES



MARSIDAH MOHD DIN

Participant PRUKasih – Taylor's
Entrepreneurship Program

Thank you to PRUKasih to give me opportunity to join PRUKasih-Taylor's Entrepreneurship Program as this program help me and build back my strength after I lost my husband a few months back.

This program help me to a lot and I start using the sewing machine and open tuition class for my community who interested with tailoring. Thank you again



NORMALA SHAHRUDDIN

Participant PRUKasih – Taylor's
Entrepreneurship Program

I feel proud that I had opportunity to gain knowledge even though I already 59 years old. Business is limitless. Encourage to expose this kind of program to youth as government also support this kind of support to empower community

Thank you to all community member who keep supporting us and please do not give up on us and keep empower our community

LIST OF GRADUATES

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**ELLMIZAMILA
ISHAK**



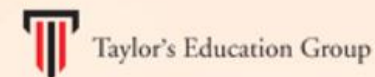
**HAMIDAH
ROSLAN**



**HAZRINA
HAZRIN JAAPAR**



**KARTIK A/L
APPAHU**



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**MARSIDAH
MOHAMED DIN**



**NASBULLAH MOHD
YUSOFF**



**NOOR AZRINA
AWANG NOOR**



**NORMALA
SHAHARUDDIN**



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**NUR ASMIRAH
SHABUDIN**



NORIAH MALIK



**NUR AMIRAH
FARHANAH NAZRI**



**ROZALIWATI
MOHD MUSTAFA**



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**RUSZITA ABDUL
GHANI**



**SITI KHADIJAH
OSMAN**



**SITI NOR ATIQA
JAMAYAN**



**SITRAH A/P
ANAPPAN**



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**SUGANTY A/P
ARUMUGAM**



**TENGKU AZLINA
TENGKU ADNAN**

