

MicroBiz Ready (Asnaf Entrepreneurs)

CIMB X TAYLOR'S
EDUCATION GROUP

**IMPACT REPORT
2021**

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INTRODUCTION

MicroBiz Ready is a collaboration between CIMB and Taylor's Education Group through an Online Entrepreneurship Program focusing on digitalizing business for the small entrepreneurs community.

THE OBJECTIVE

To equip and grow asnaf entrepreneurs with the necessary skillset and knowledge as well as exposure to the right mentors for their entrepreneurship journey.

PROGRAM OVERVIEW



ENTREPRENEURSHIP MODULES

Business financing & Crisis Management during COVID-19



DIGITALIZATION FOR SMEs

Ways to digitalize business and start selling ONLINE



MENTORSHIP

Mentorship by CIMB talents & experts



EMOTIONAL WELLBEING MODULE

To nurture emotionally resilient entrepreneurs

TIMELINE

2021

6 May

Opening of Business Current Account

8 May

Opening Ceremony & Workshop 1

29 May

Workshop 2

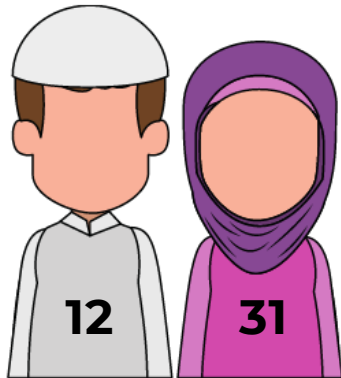
12 June

Workshop 3

26 March

Workshop 4 & Closing Ceremony

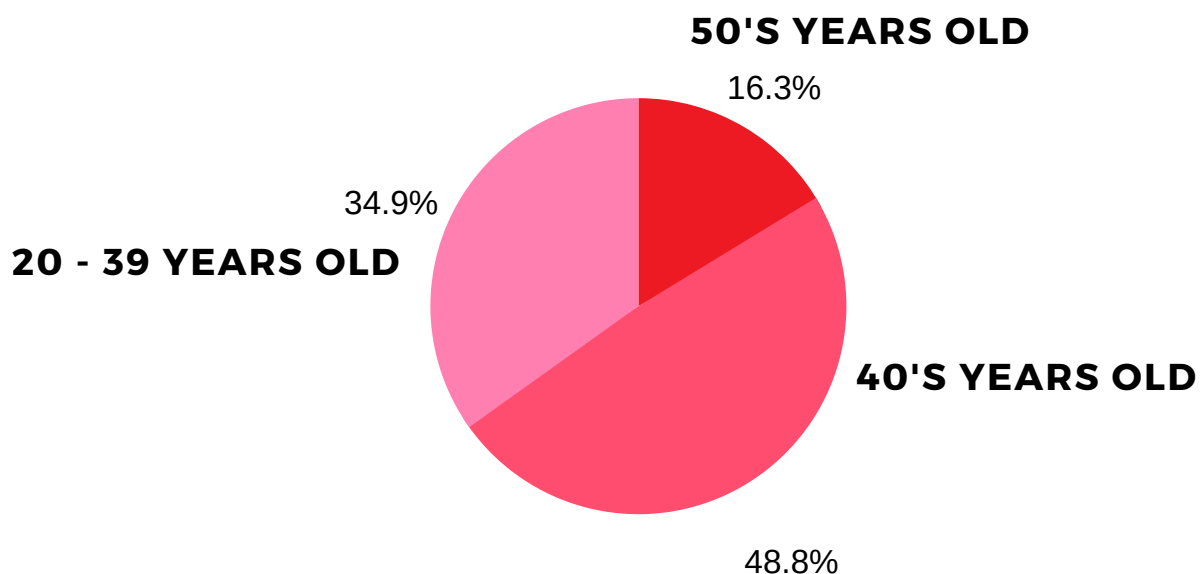
PARTICIPANT REPORT



43

Participants Selected

AGE GROUP



INDUSTRY



25

Food & Beverage

9

Retailer

9

Services

WORKSHOP 1 IMPACT

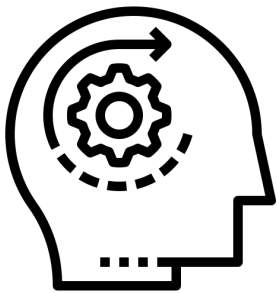


8 May 2021
10.00 am - 12.00 pm



Digitalization for
SME

LEARNINGS



Advantages using e-commerce website

83 %

Open up my mind to be more creative
to market my product/service

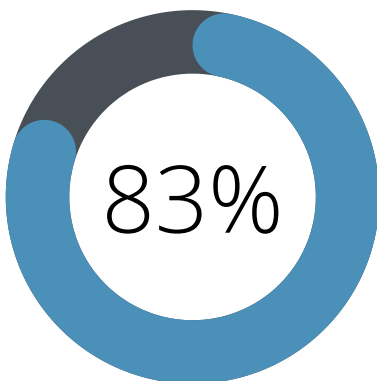
79 %

Gained confidence to learn new thing

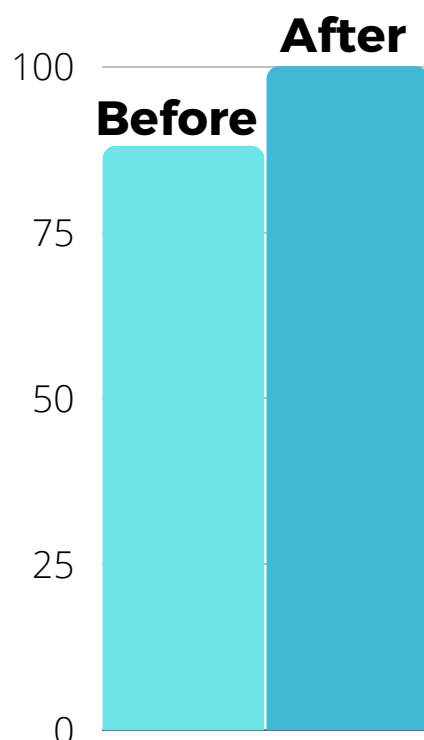
75 %

Knew how to setup e-commerce
website

46 %



It's their first time
attending class on e-
commerce website



**100% said they
learnt new
knowledge/skill
from the session**

Importance of e-
commerce website to
their business

WORKSHOP 2 IMPACT

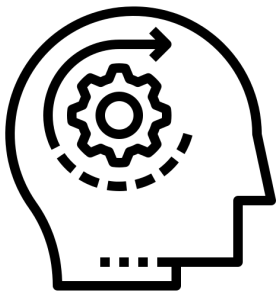


8th May 2021
10.00 am - 12.00 pm



Emotional
Wellbeing
Module & Elevated
Pitching

LEARNINGS



**100% expressed
positive
emotions after
the class**

Self awareness & Self love

78%

Importance of emotional wellbeing

96%

Self relieve

80%

Self motivation

95%

General Knowledge

81%

Taking care own and & family emotion

85%

Before

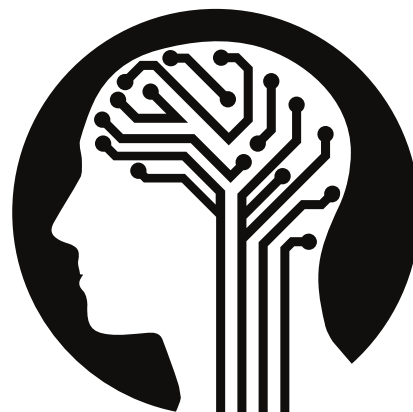
After

Emotional wellbeing
knowledge

66%

Recognize own
thought & emotion

2.8/5



97%

4.5/5

WORKSHOP 3 IMPACT

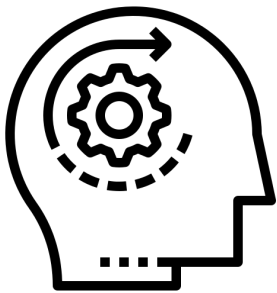


12th June 2021
10.00 am - 12.00 pm



Business strategy
for SMEs

LEARNINGS



KEY TAKE AWAYS:

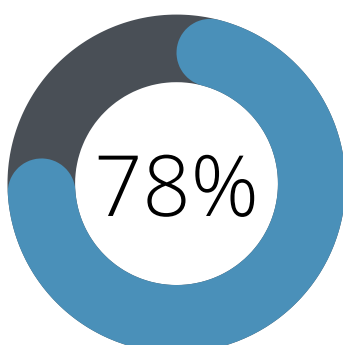
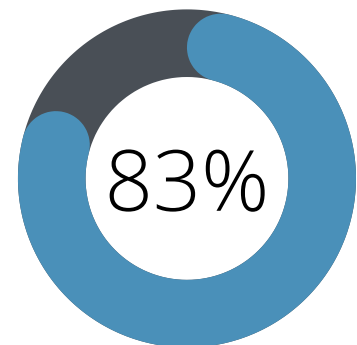
Knowing your business purpose and state **71 %**

Identifying Business Opportunities **80 %**

Response to Opportunity **70 %**

**100% expressed
positive
feelings after
the session**

Believed they are able to practice
knowledge gained



Become more aware about banking and
business financial management

WORKSHOP 4 IMPACT

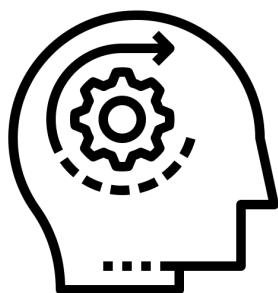


26th June 2021
10.00 am - 12.00 pm



Basic Concept of
Financial &
Banking for SMEs

LEARNINGS



Function of cash flow

82 %

Importance of having separate personal
and business account

96 %

Identifying the health of your
business according to DSCR

52 %

More knowledge on bank loans

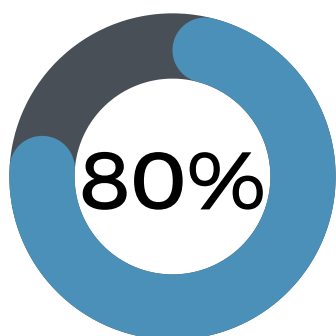
59 %

What is CTOS credit score

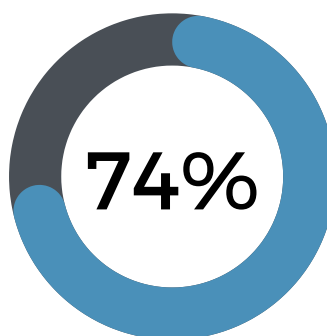
70 %

Factors affecting CTOS score

63 %



Increased Confidence
as Entrepreneurs



Believed this program
helps to increase
business income

**100% would
recommend
this program to
others.**

OVERALL FEEDBACK

In general, this program achieved our overall agreed objective

- 1) To equip and grow asnaf entrepreneurs with emotional wellbeing module and the necessary digital skillset and knowledge
- 2) To expose participants to the right mentors to strengthen their entrepreneurship journey.

DURING EVENT & MENTOR SESSION

- ▶ Participants prefer physical classes for the website development module - it was challenging for them to juggle with 2 devices and some do not have an alternative device/laptop
- ▶ Trainers to slot in little bit longer for Q&A session
- ▶ Easy Store team is helpful and provide fast response when contacted
- ▶ Participants requested to have more practical session with Easy Store to apply what they learnt during training session

POST EVENT

- ▶ To extend the duration of waived hosting fee of Easy Store platform until at least 1 month after the program ended (all participants)
- ▶ To provide on simple structure of how additional mentoring session will work after program closing ceremony (For mentors and mentees)

WINNERS LIST



**Muhammad Amirul
Kamaruddin**
SOLILOQUY ENTERPRISE

- Langganan EasyStore 2-Tahun bernilai RM5,988
- Baucar tunai Shopee RM3,000

For Public Use



Intan Ziana Harun
PASAR MINI COART

- Langganan EasyStore 2-Tahun bernilai RM5,988
- Baucar tunai Shopee RM2,000

For Public Use

WINNERS LIST



Maimunah Ajumollah
MAYA DELIGHT KITCHEN

- Langganan EasyStore 2-Tahun bernilai RM5,988
- Baucar tunai Shopee RM1,000

For Public Use



Chempaka Wati
YA WAWASAN CHEMPAKA ENTERPRISE

Langganan EasyStore 2-Tahun bernilai **RM5,988**

For Public Use

WINNERS LIST



Azlina Binti Ahmad
ZAFIRA ANGGUN RESOURCES

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For Public Use

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CHEERS TO BUILDING MORE GRASSROOTS ENTREPRENEURS



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<https://www.linkedin.com/showcase/taylorscommunity>



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