

MicroBiz Ready

(Entrepreneurs
from PWD Community)

CIMB X TAYLOR'S
EDUCATION GROUP

**IMPACT REPORT
2021**

CONTENTS

INTRODUCTION

PROGRAM OVERVIEW

PARTICIPANT REPORT

WORKSHOP IMPACT

OVERALL FEEDBACK

WINNERS LIST

PARTICIPANT LIST





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 entrepreneur communities.

THE OBJECTIVE

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

PROGRAM OVERVIEW



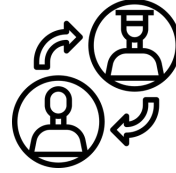
ENTREPRENEURSHIP MODULES

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

2 Aug

Opening of Business Current Account

6 Aug

Opening Ceremony & Workshop 1

20 Aug

Workshop 2

3 Sept

Workshop 3

18 Sept

Workshop 4 & Closing Ceremony

PARTICIPANT

55

Participants Selected

CATEGORY



Physical

28



Hearing

15



Visual

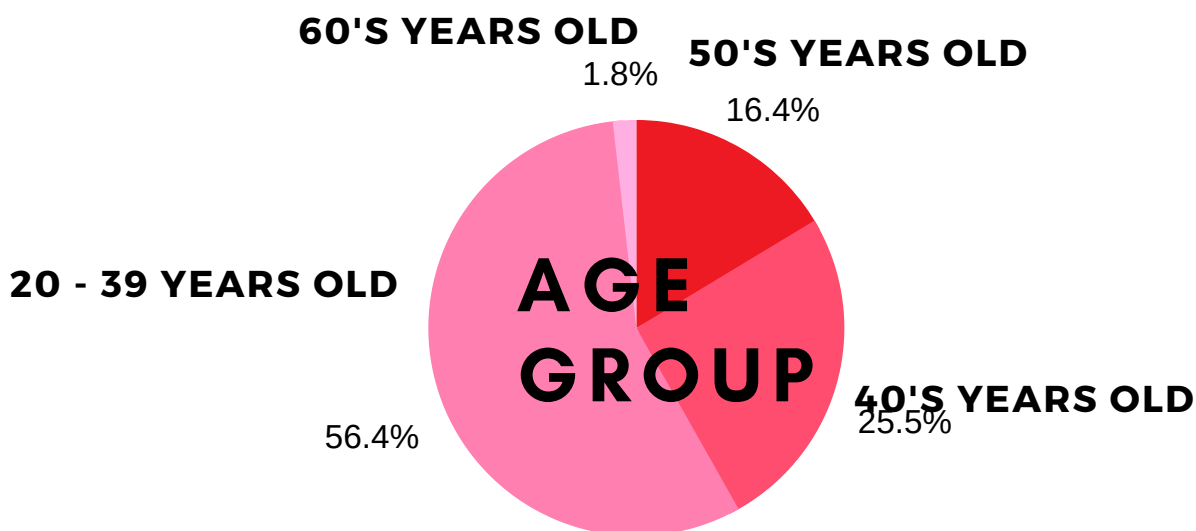
8



Others

4

- speech
- mental
- learning



INDUSTRY



16

Food & Beverage

17

Retailer

22

Services

WORKSHOP 1 IMPACT

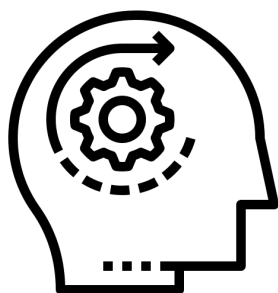


6th August 2021
8.00 pm - 10.00 pm



Basic Concept of
Financial &
Banking for SMEs

LEARNINGS



Function of cash flow

67 %

Importance of having separate personal
and business account

70 %

Identifying the health of their
business according to DSCR

60 %

More knowledge on bank loans

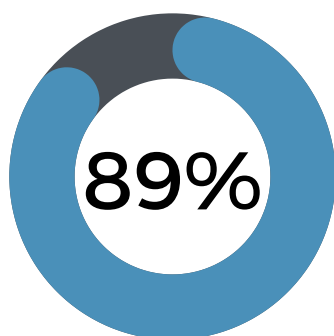
50 %

What is CTOS credit score

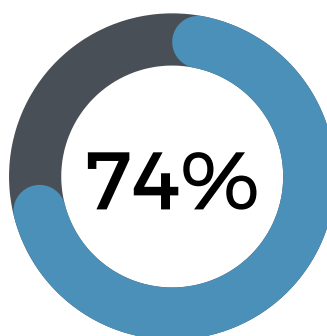
58 %

Factors affecting CTOS score

58 %



Increased Confidence
as Entrepreneurs



Believed this program
helps to increase
business income

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

WORKSHOP 2 IMPACT

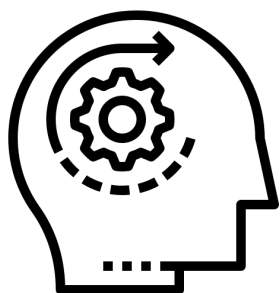


20 August 2021
8.00 pm - 10.00 pm



Digitalization for
SME

LEARNINGS

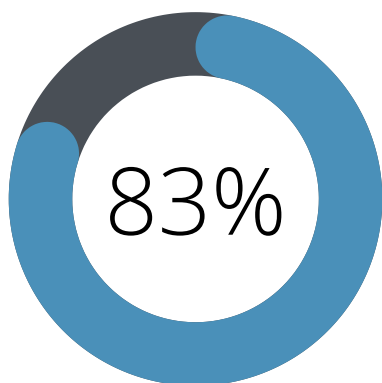


Advantages using e-commerce website **72 %**

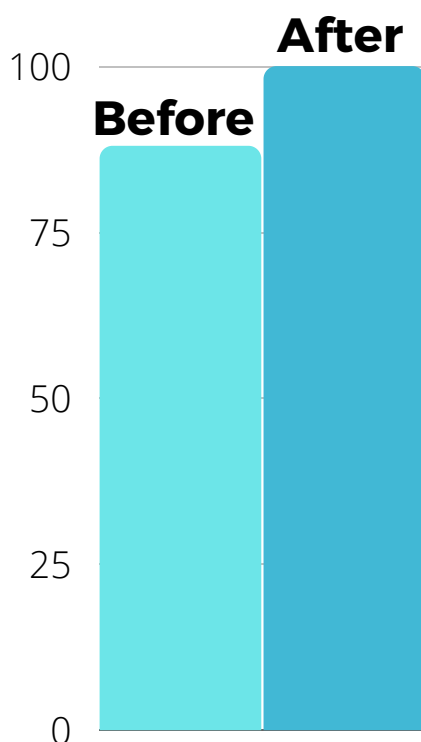
Open up their mind to be more creative
to market product/service **79 %**

Gained confidence to learn new thing **62 %**

Knew how to setup e-commerce
website **52 %**



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 3 IMPACT

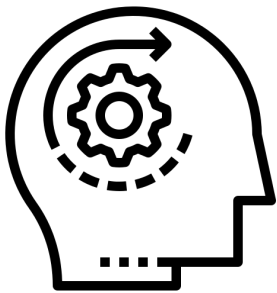


3rd September 2021
8.00 pm - 10.00 pm



Emotional
Wellbeing
Module

LEARNINGS



Self awareness & Self love

75%

Importance of emotional wellbeing

80%

Self relieve

65%

Self motivation

70%

General Knowledge

70%

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

Before

68%



After

93%

Importance of taking care of their
emotional wellbeing

WORKSHOP 4 IMPACT

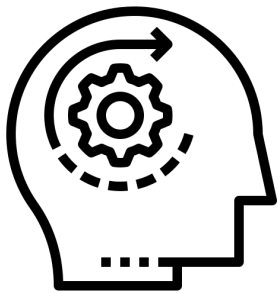


25th Sept 2021
10.00 am - 12.00 pm



Business strategy
for SMEs

LEARNINGS



KEY TAKE AWAYS:

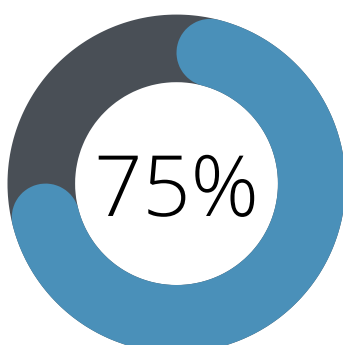
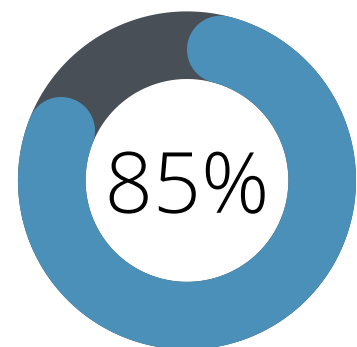
Knowing their business purpose and state **76 %**

Identifying Business Opportunities **79 %**

Response to Opportunity **76 %**

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

Believed they are able to practice
knowledge gained



Become more aware of business strategy

OVERALL FEEDBACK

In general, this program achieved our overall agreed objective

- 1) To equip and grow people with disability 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
- ▶ Easy Store team is helpful and provide fast response when contacted
- ▶ Participants requested to have a more practical session on setting up the website with Easy Store and more sessions on how they will be able to plan and utilize their website as an added value to their business
- ▶ Suggested to break participants into smaller groups and guide by mentors beginning from 1st class
- ▶ Add competition element where winners will be selected based on highest income increase from their website sales as well

POST EVENT

- ▶ Easy Store to help provide tracking of website utilization for participants
- ▶ To provide on simple structure of how additional mentoring session will work after program closing ceremony (For mentors and mentees)

WINNERS LIST



MD HAZALI HASAN
WAIZ MULTIMEDIA



NOORAIHAN CHE LI
BNG SYSTEMS ENTERPRISE



MUHAMAD AZRIN ZAKI
AZRIN TRADING & SERVICES



FARHANA OSMAN
DEKNA EMPIRE



SYAZANA AZRI SABARUDIN
3 Q BLACK GIFTS



Physical disability



Hearing disability

PARTICIPANT LIST

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Physical disability

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Physical disability

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Physical disability



Hearing disability

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Hearing disability

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Hearing disability

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Hearing disability



Visual disability

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CHEERS TO BUILDING MORE GRASSROOTS ENTREPRENEURS



<https://csr.taylorsedu.my/taylorscommunity/>



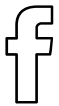
www.instagram/taylors.community/



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



<https://www.youtube.com/channel/UCZVFu-ecBwZNUcsaywlhk1A>



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