

# MicroBiz Ready (Women Entrepreneurs)

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 entrepreneurs' community.

## THE OBJECTIVE

---

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

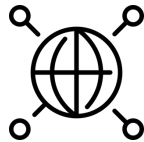
# PROGRAM OVERVIEW

---



## 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

**26 Jan**

Opening of Business Current Account

**19 Feb**

Opening Ceremony

**19 Feb**

Workshop 1

**26 Feb**

Workshop 2

**12 March**

Workshop 3

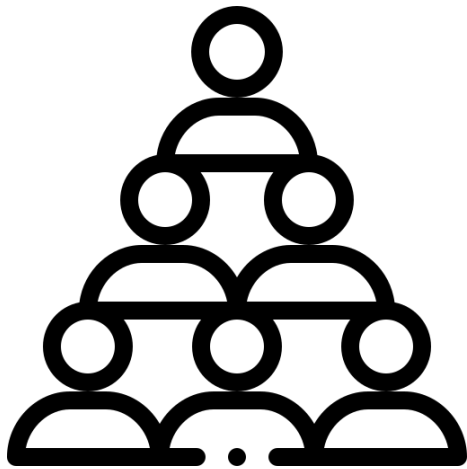
**26 March**

Workshop 4 & Closing Ceremony



# PARTICIPANT REPORT

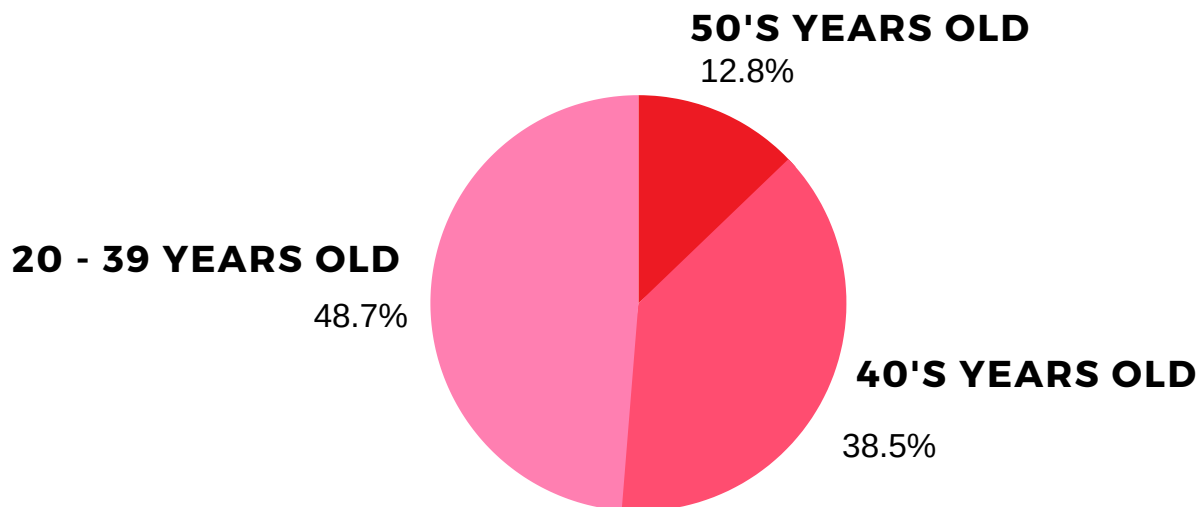
---



**39** 

**Participants Selected**

## AGE GROUP



## INDUSTRY



**20**

**Food & Beverage**

**9**

**Retailer**

**3**

**Services**

**2**

**Wholesaler**

# WORKSHOP 1 IMPACT

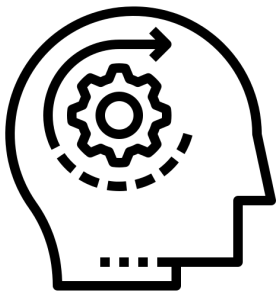


19th February 2021  
8.00 pm - 9.30pm



Emotional  
Wellbeing  
Module

## 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 their own and & family  
emotion

**85%**

Before

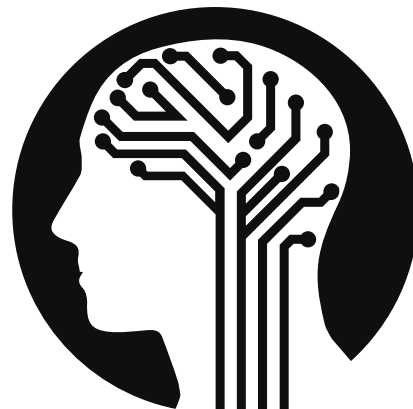
After

Emotional wellbeing  
knowledge

**66%**

Recognize own  
thought & emotion

**2.8/5**



**97%**

**4.5/5**

# WORKSHOP 2 IMPACT

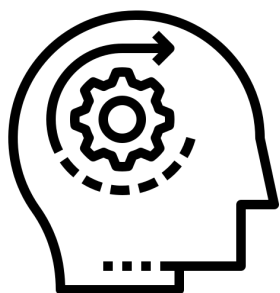


26 February 2021  
8.00 pm - 9.30 pm



Digitalization for  
SME

## LEARNINGS



Benefits of using e-commerce website

**77 %**

Open up their minds to be more creative to  
market my product/service

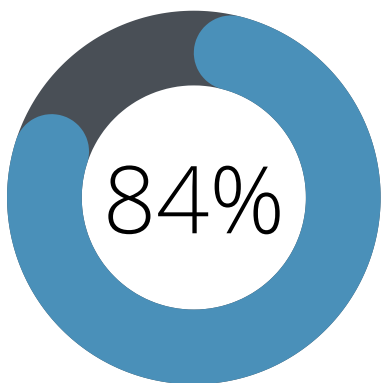
**84 %**

Gained confidence to learn new thing

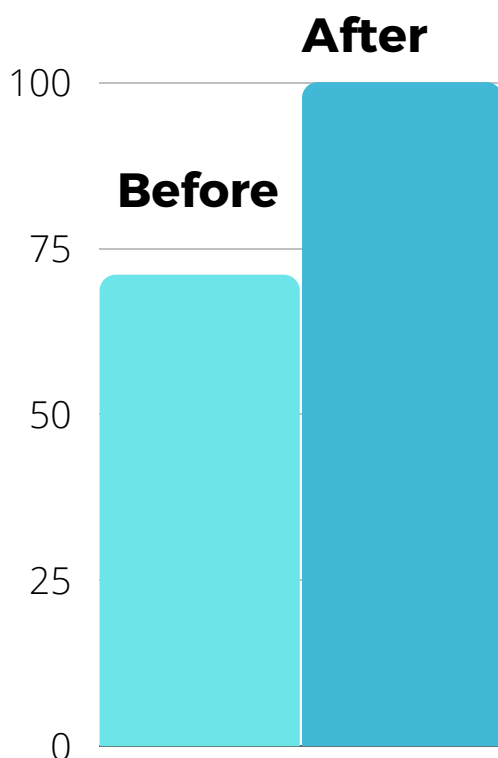
**65 %**

Knew how to setup e-commerce  
website

**45 %**



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



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

Importance of e-  
commrce website to  
their business

# WORKSHOP 3 IMPACT

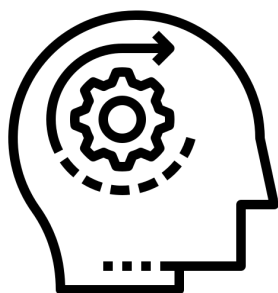


12th March 2021  
8.00 pm - 9.30 pm



Basic Concept of  
Financial &  
Banking for SMEs

## LEARNINGS



Function of cash flow

**87 %**

Importance of having separate personal  
and business account

**87 %**

Identifying the health of their  
business according to DSCR

**69 %**

More knowledge on bank loans

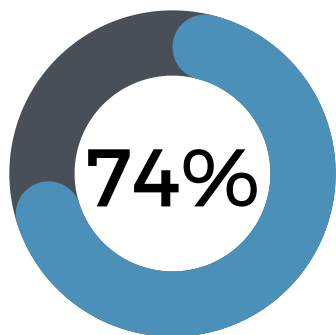
**67 %**

What is CTOS credit score

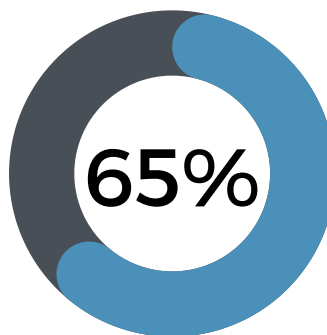
**78 %**

Factors affecting CTOS score

**73 %**



Increased Confidence  
as Entrepreneurs



Believed this program  
helps to increase  
business income

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

# WORKSHOP 4 IMPACT

---

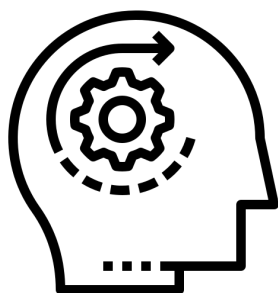


26th March 2021  
8.00 pm - 9.30pm



Business  
Strategies for  
SMEs

## LEARNINGS



### KEY TAKE AWAYS:

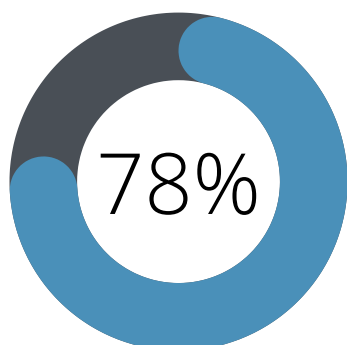
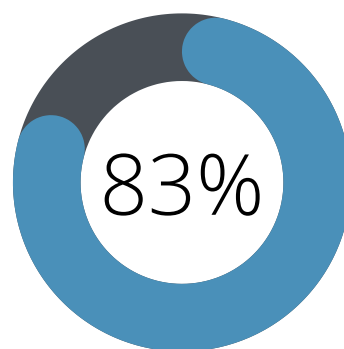
Knowing their business purpose and state **59 %**

Identifying Business Opportunities **88 %**

Response to Opportunity **59 %**

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

Believed they are able to practice  
knowledge gained



Become more aware about banking and  
business financial management



# OVERALL FEEDBACK

---

In general, this program achieved our overall agreed objective

- 1) To equip and grow the women 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.

## PRE-EVENT & OPENING BizCA WITH CIMB

▶ Participants to adhere to the program criteria - to have a BizCA with CIMB. Here are some recommended improvements for 2021 with regards to BizCA

- Different SOP/requirements from various CIMB branches, (some branches requested for referral, additional document from the notification email such as bank statement from other banks or any pamphlets of the business which cause participants to need to make them come to bank twice). Propose a standard checklist to be shared with the participants before they go to the branches.

Some participants faced technical issues with the online form and needed support from CIMB staffs. We referred them to Kelana Jaya branch staff and they were really helpful. We propose for this support to maintain in 2021.

# OVERALL FEEDBACK

---

## 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
- ▶ Trainer to slot in a little bit longer for Q&A session
- ▶ Issues with Shopmatic.
  - Some participants struggled to log in via iPad. Shopmatic's Technician was not able to assist any further until participants had to change to a laptop
  - Some participants struggled to log in via phone. However, there was no support from Shopmatic on this issue, despite reaching out in the group chat
  - Some participants claimed that they have Saved their page but once re-open, it's not saved, causing double work.
  - Picture sizes was cut into half once view via phone and different from a laptop
  - Click to edit still appear
  - Too many hard selling/marketing calls from Shopmatic: about 3 times in 2 weeks and the sales team were a bit pushy for the B40 participants to upgrade the website package
  - In summary - Shopmatic Technician did not look through the issues first but defaulted to pushing back to participants instead of guiding them step by step.
  - Shopmatic team do not provide good support after the session
  - Participants didn't get a clear idea on why they are still being charged even they stopped signing up (suddenly received email notified they have an outstanding balance to pay)

## AFTER EVENT

- ▶ Winners requested to break the Shopee vouchers into smaller amounts as they find it's difficult to use them at one time
- ▶ To extend the duration of waived hosting fee of Shopmatic platform until participants complete their 1-month monitoring after the program ended

# WINNERS LIST

---



**ROSE NIZEANA**  
**FIDZ SMART HOLDINGS**

- RM3,000 Shopee Voucher
- 3-month Shopmatic Subscription



For Public Use



**ROZITA BINTI ZAKARIA**  
**ELLSYA ENTERPRISE**

- RM2,000 Shopee Voucher
- 3-month Shopmatic Subscription



For Public Use

# WINNERS LIST

---



**SITRAH A/P ANNAPAN**  
**RAJSHANA ENTERPRISE**

- RM1,000 Shopee Voucher
- 3-month Shopmatic Subscription



For Public Use



**EMI SARAH**  
**SARA PANTANG HOME SPA**

- 3-month Shopmatic Subscription



For Public Use

# WINNERS LIST

---



**NUR AZYYATI**  
GOLDEN NUR ENTERPRISE

• 3-month Shopmatic Subscription



For Public Use



# PARTICIPANT LIST

---

## JURAINAH BINTI AKRAN



Donut Ninja



+6016-2734704



jurainahakran33@gmail.com

## ROSLINDA BINTI MOHAMAD



Food and Beverages



+6018-2591294



fahimziyyad@gmail.com

## NURUL AIDA BINTI ROSALAN



Home based bakery for cookies, cakes and desserts.



+6017-2693966



nurulaidarosalan@yahoo.com

## WAN NORSHAMSYURIANTY BINTI MOKHTAR



Cater a various of good homemade kuih



+6016-7697325



kakiyong12@gmail.com

## NORIZA BINTI AHMAD



Food stall with various type of food and beverages



+6013-9826308



norizaa44@gmail.com

## RAJA NORSHAHFINA BINTI RAJA SHARIL



Tailoring



+6019-2546571



manjasayang27@gmail.com

# PARTICIPANT LIST

---

## NORITA BINTI AHMAD



Food and Beverages



+6011-25684533



noritaahmed129@gmail.com

## AZLIANI BINTI ABD AZIZ



Green Muruku Kacang Peas



+6011-39797943



lennyazizb17@gmail.com @gmail.com

## EMI SARAH BINTI ISMAIL



Therapist - Confinement



+6018-2065886



mummysarah1979@gmail.com

## NAZIRAH BINTI MUSTAFFA



Food



+6011-60933460



humairaa9091@gmail.com

## NORASHIKIN BINTI ISMAIL



Cookies/Bakery



+6012-7474715



ikin\_azza@yahoo.com

## FAZILAH SHARWIN BINTI EBRAMSHA



Car Perfume



+6016-6854509



ila@karyaneka.com.my

# PARTICIPANT LIST

---

## NUR SYAZWANI BINTI SALLEH



Restaurant



+6012-3074546



warungbibi.official@gmail.com

## RUSNAIDARYANTI BINTI OSMAN



Tailoring



+6019-2449510



naydarh3105@gmail.com

## ROSE NIZEANA BINTI MOKHTARUDDIN



Sambal and Cooking Paste



+6011-10346868



nizeana1501@gmail.com

## JAMILAH BINTI HASSAN



JRM Herbs



+6010-3008522



ilamiftahul88@gmail.com

## SITI NOOR HAFIDZAH BINTI MINHAD



Attire & Fashion



+6016-2270796



adiek242@gmail.com

## ROZITA BINTI ZAKARIA



Homemade Cookies



+6012-2780064



Leopardrk@gmail.com

# PARTICIPANT LIST

---

## MAFIZA BINTI FAJARI



Bakery



+6018-2110221



fizafajari1@gmail.com

## NORSYAMSIAH BINTI DERUS



Kuih Muih



+6011-0800533



Nor\_zainiey@yahoo.com

## NORMARINA BINTI MOHAMAD



Bakery Ingredients



+6011-62121094



normarina2575.nm@gmail.com

## NUR AZYYATI BINTI ISHAK



IKS Products



+6010-4047400



azyy\_ishak@hotmail.com

## JARIANA BINTI SATRIN



Food



+6017-2800966



anna@glocal.com.my

## LEW WENCY



Cooking Paste



+6012-7350075



gloriabay18@gmail.com

# PARTICIPANT LIST

---

## ANIZA BINTI SANUSI



Bakery



+6018-3689862



afiqahnurain31@gmail.com

## HALIZA BINTI ABDUL BARI



Tailoring & Embroidary



+6014-6332701



halizaabdulbari87@gmail.com

## NORSHIDAH BINTI ABDULLAH



Financial Consultant



+6011-35048131



dokumenshidah@gmail.com

## SARIFAH BINTI CHE AWANG



Catering



+6019-3789829



msssharifah@gmail.com

## SITRAH A/P ANNAPAN



Apparel



+6012-6150835



Siterangisitudevi@gmail.com.my

## FARHANA BINTI HAZWANI



Korean Chicken



+6018-2392850



farnihana88@gmail.com



# PARTICIPANT LIST

---

## JAMILAH BINTI BANI



Tailoring



+6010-9205013



emysham64@gmail.com@gmail.com

## NOR SYAMIMI BINTI OMAR



Nasi Lemak



+6011-21141085



mmimieomar1234@yahoo.com

## HANIFAZILA BINTI HUSHIN AMRI



Health Product



+6012-2934532



hanifazila2010@gmail.com

## SAMUNIRA BINTI ITAM



Tailoring



+6011-64255270



elsa.munira@gmail.com

## SHA'AZIMAH BINTI ABD.SHA'ABAR



Apparel



+6011-58941544



azimahazeman633@gmail.com

## ERNII BINTI ZAINAL ABIDIN



Tailoring Supplier



+6010-5662455



ernii.aveana@gmail.com

# PARTICIPANT LIST

---

## THIBYA A/P SHANGER



Bakery



+6018-9834661



Thibyatu@gmail.com

## SITI MARIAM BINTI BAHRIN



Food



+6013-4796414



Ccshima8@gmail.com

## KAVITA CHELLATHURAI



Food



+6011-33850893



kavita8177@gmail.com

# CHEERS TO BUILDING MORE GRASSROOTS ENTREPRENEURS

---



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



[www.instagram/taylors.community/](http://www.instagram/taylors.community/)



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



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



[www.facebook.com/taylorscommunity](http://www.facebook.com/taylorscommunity)



[taylors.community@taylors.edu.my](mailto:taylors.community@taylors.edu.my)



**Taylor's Education Group**

No. 1, Jalan Taylor's, 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia

Email: [taylors.community@taylors.edu.my](mailto:taylors.community@taylors.edu.my)

Website: <http://csr.taylorsedu.my/taylorscommunity/>