



Taylor's Education Group



**TAYLOR'S COMMUNITY**  
Inspiring and Impacting The Community

# **PROGRAM KEUSAHAWANAN (PK) TAYLOR'S NAMA 2.0**

**TAYLOR'S EDUCATION GROUP  
X  
NAMA FOUNDATION**

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**OVERALL IMPACT REPORT  
2022**

An Entrepreneurship program for the Refugee & B40 Community



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# INTRODUCTION

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Program Keusahawanan (PK) Taylor's NAMA 2.0 is an Entrepreneurship Program focusing on Entrepreneurship education as a tool to create sustainable impact in addition to business growth specifically focusing on the Refugee alongside B40 community.

Program Keusahawanan (PK) Taylor's NAMA 2.0 aims at instilling the aspects of a business, with the hope that entrepreneurship in this digital era become more attentive of the potential impact and be resilient in challenging environments.

## THE OBJECTIVE

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**To educate and groom Refugees and B40 entrepreneurs with Entrepreneurship modules to enable them to sustain their businesses.**

# PROGRAM OVERVIEW

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## PHASE 1: MOTIVATION PHASE

Recruitment, Interview, Screening and Selection of participants.



## PHASE 2: EDUCATION PHASE

Virtual bootcamp style classes via Zoom to equip participants with entrepreneurship knowledge.



## PHASE 3 GROWTH PHASE

Physical Pitching Day to present their scaleup business ideas.

Graduation Day to commemorate the end of the Program.

Monitoring Phase to analyze financial report & extra classes to enhance learning

## TIMELINE

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2022

**16th Feb**

Application  
Open

**19th Feb**

Application  
Closes

**18th Feb - 10th  
March**

Interview Phase

**11th March**

45 Selected  
Participants

**14th - 18th March**

Education :  
Bootcamp Style

**2nd April**

Physical Pitching  
& Graduation Day

**29th April**

Monitoring  
Phase Starts



# BUDGET ALLOCATION

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**Total:  
RM80,000**



**RM60,000**

Grant Award for winners  
of Pitching Day  
(RM2,500 per  
participant)

**RM20,000**

Allowance for  
participants who  
completed BootCamp  
(RM500 per participant)

# BUDGET ALLOCATION

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**Total:**  
**RM40,000**

**100%**



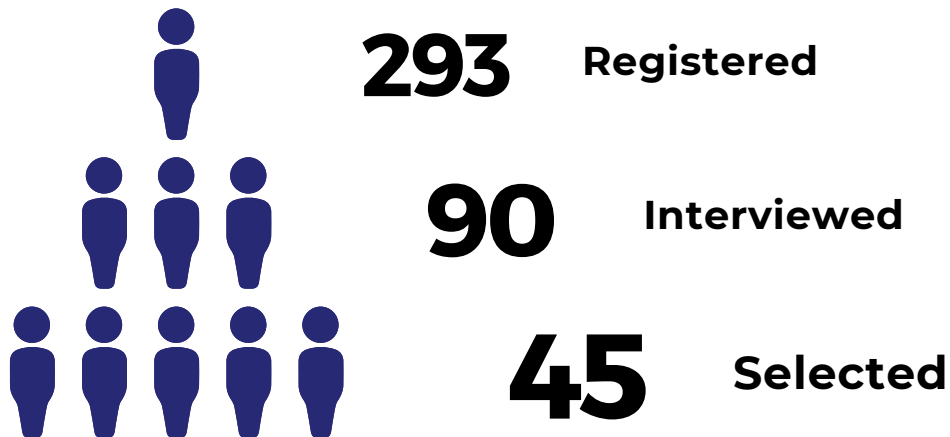
**RM40,000**  
Sponsored all operating  
cost for the Program  
Keusahawanan Taylor's  
NAMA 2022.



# PARTICIPANT REPORT

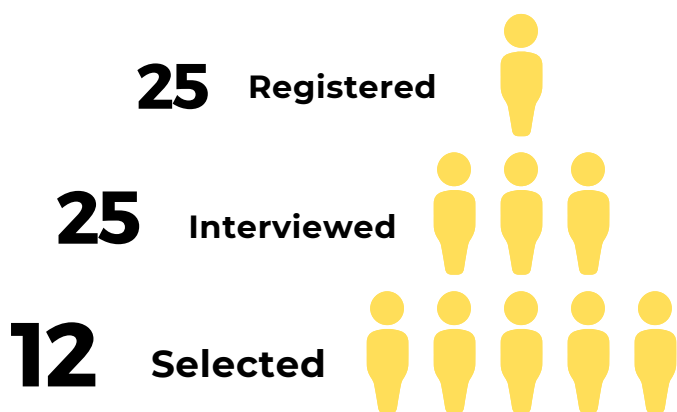
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## OVERALL APPLICANTS\*

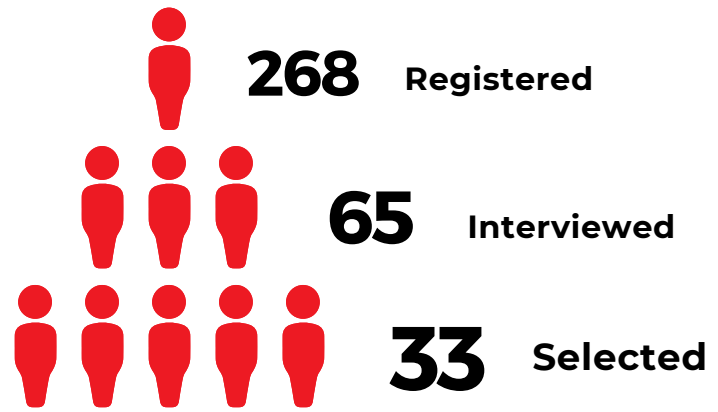


## BREAKDOWN APPLICANTS\*

### Refugees



### B40

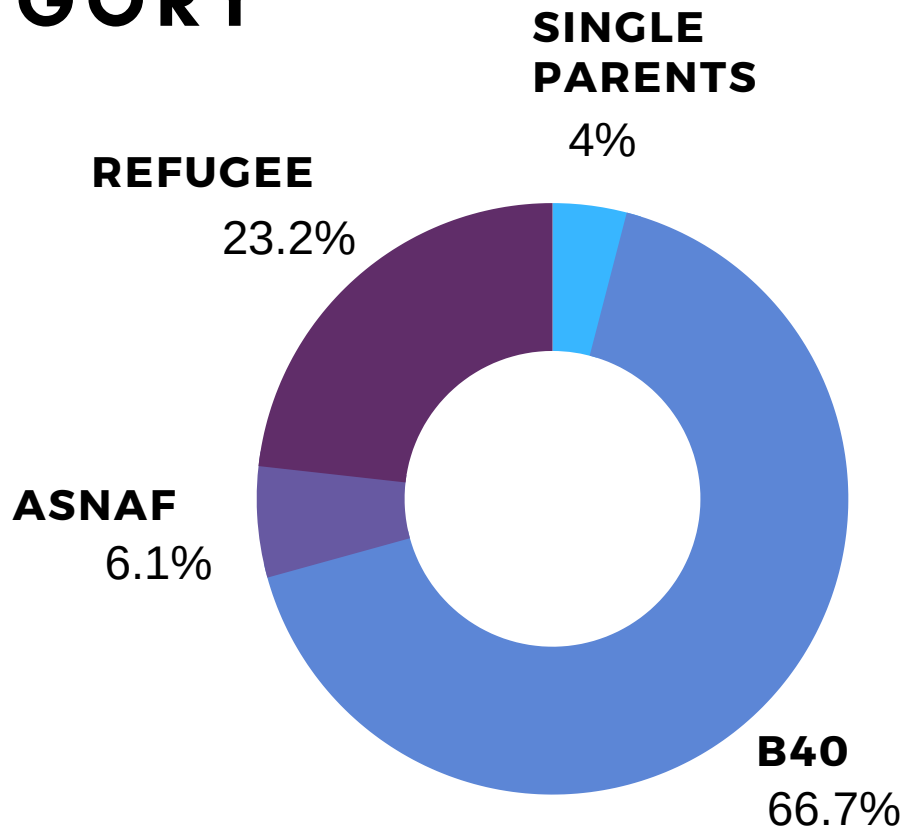


\*including NAMA Foundation's participants list

# PARTICIPANT REPORT

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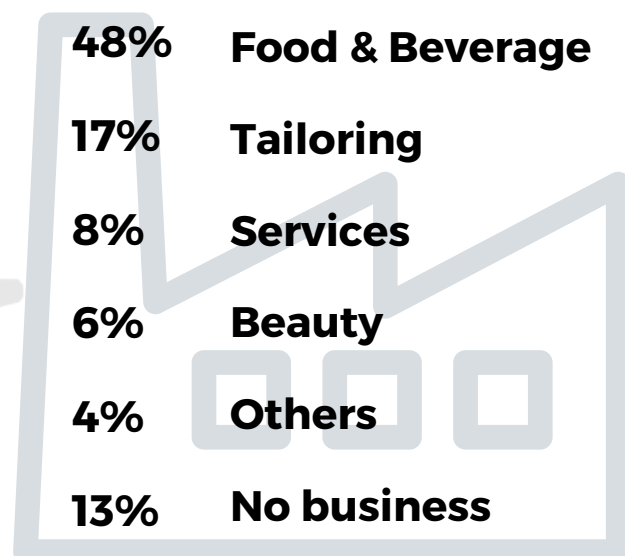
## CATEGORY



## LOCATION



## INDUSTRY






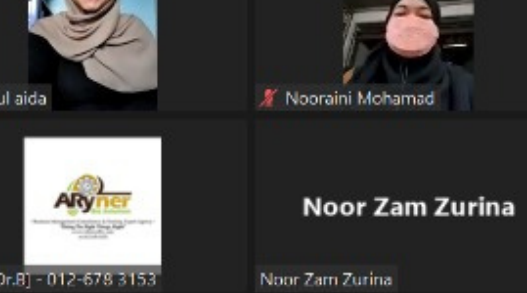


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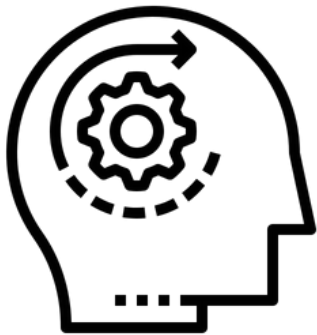
# INTERVIEW SESSION

 Hamrah	 Firdaus	 Wei Han Foo
 Syahrin - NAMA Foundation	 Azizan Bin Awang	 Zanarda Ikin
 Masliana Johari	 Kushedah Hassan	 Nurul hatika
 faridah	 Siti Aisyah Rosli	 jurainah akran
 P1 -Asfa Haniza	 Zeyana Yazed	 norarsikin
 Hannah	 noor zam zurina	 Siti kamariah Binti Bahrin
 Nelavathi Marimuthu	 Halijah bt md desa	 Raja Norshahfina
 Ratrizi	 sue 1973	 Alfmuur
 Arynet	 Azrin [Dr.B] - 012-678 3153	 Noor Zam Zurina

# OVERALL IMPACT

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## PERSONAL DEVELOPMENT



Self confidence in own business after Education Phase

**98.0%**

Managing stress levels

**97.8%**

Presentation Skills

**91.2%**

Emotional Wellbeing

**84.4%**

Self confidence through Pitching Day

**71.2%**

## BUSINESS DEVELOPMENT



Identifying Business Objective

**93.3%**

Recognize Business Mission & Vision

**91.1%**

Financial Management

**90.2%**

Pinpoint Target Market

**81.0%**

Risk Management

**80.5%**

Utilizing Marketing techniques

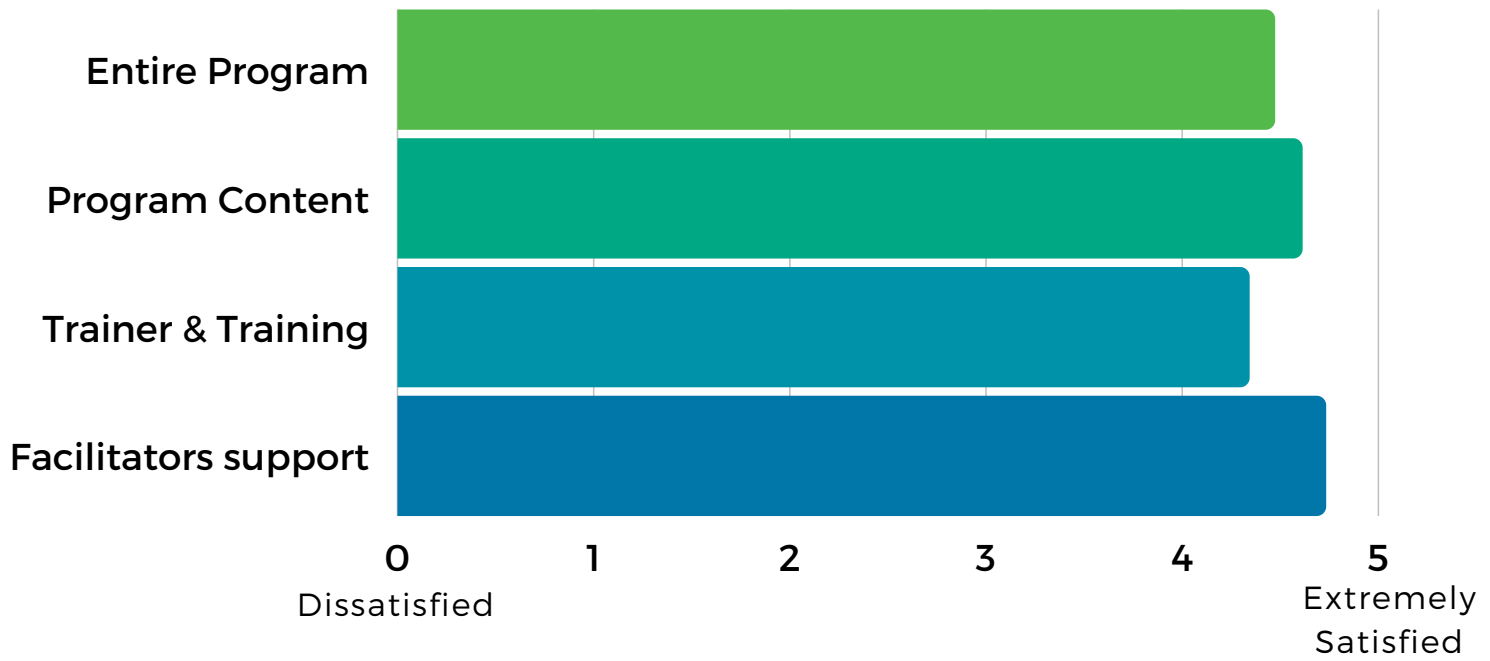
**78.5%**



# OVERALL IMPACT

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## SATISFACTION RATE



## RETENTION RATE

### BOOTCAMP

**8.9 %**

41/45 participants  
successfully completed  
PK Taylor's NAMA 2.0

### PITCHING DAY

**7.3 %**

38/41 participants  
successfully Pitched for  
PK Taylor's NAMA 2.0



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# EDUCATION PHASE

### APA ITU PK Taylor's & NAMA 2.0?



Membantu para usahawan belajar untuk mengembangkan perniagaan



Untuk memberi pendedahan kepada para fasilitator yang sedia membantu sepanjang program



Melengkapkan usahawan dengan kemahiran yang diperlukan untuk membina perniagaan (kesejahteraan emosi, perniagaan, pembentangan) masing-masing




### UCAPAN PEMBUKA ACARA DARI:





**DR. SALEH MUBARAK BAZEED**  
Chief Executive Officer  
NAMA Foundation




### UCAPAN PEMBUKA ACARA DARI:






**DR. SALEH MUBARAK BAZEED**  
Chief Executive Officer  
NAMA Foundation





**MAY WONG**  
Taylor's Group Comms & Corporate Social Responsibility Manager







**OBJEKTIF LATIHAN HARI INI.**

- ♦ Peserta mampu menerangkan kepentingan & kaedah penetapan matlamat.
- ♦ Peserta boleh membezakan antara Visi, Misi & Objective perniagaan.
- ♦ Peserta mampu membina objektif perniagaan sendiri.



# OVERALL IMPACT

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## PHYSICAL PITCHING DAY

**38**

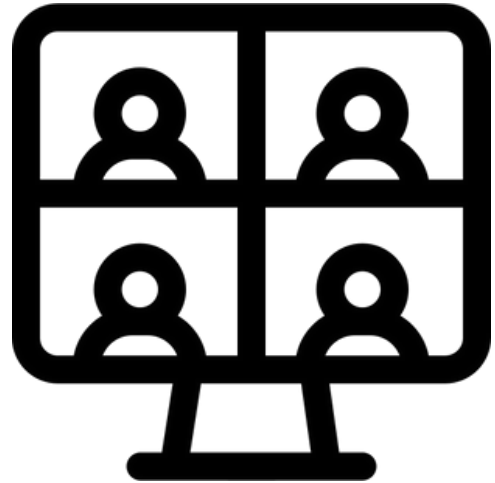
Participants Pitched

**25**

Judges

**16**

Volunteers



## JUDGING CRITERIA



**OBJECTIVE,  
MISSION &  
VISION**



**BUSINESS  
CHALLENGES  
& RISK**



**FINANCIAL  
PROJECTION &  
EQUIPMENT  
JUSTIFICATION**



**\*BONUS:  
PRESENTATION  
SKILL**



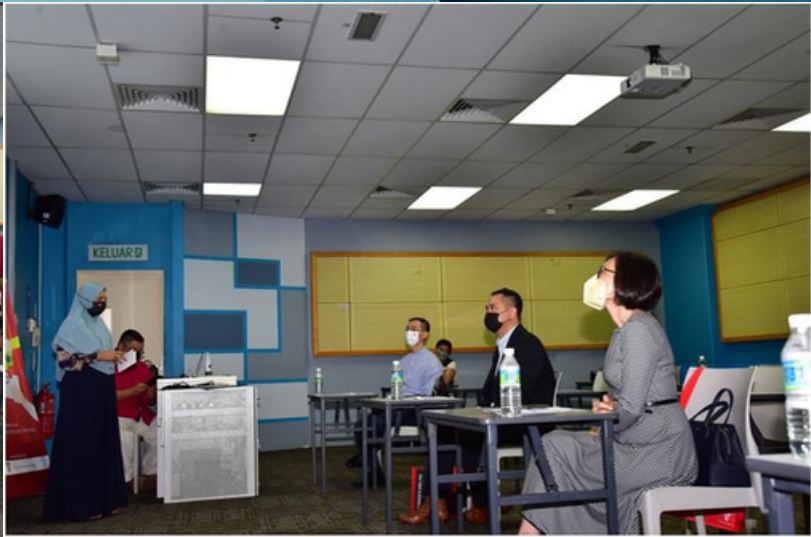


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# PITCHING & GRADUATION DAY





# WINNERS REPORT

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**24**

**WINNERS**

**RM 2,500**

**TO BE AWARDED**

## SCORING GUIDELINE



**30%**

Evaluation of  
Participants' final  
business mock  
pitching

**40%**

Evaluation of Participants'  
commitment, dedication  
and hard work during  
Bootcamps

**30%**

Evaluation of Participants'  
final business pitching by  
esteemed Judges during  
Pitching Day

**MAY 2022**

**COMPLETION OF EQUIPMENT  
DELIVERY TO ALL WINNERS**

# MONITORING REPORT

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TOP  
**5**  
PARTICIPANTS  
RECEIVED REWARD  
**RM 1000**

**BUSINESS PERFORMANCE  
AFTER RECEIVING GRANT  
EQUIPMENT IN 3 MONTHS  
(JUN, JULY & AUGUST)**



Grant winners reported  
income increment from:

**14 %**

up to

**500 %**

Due to:

Grant equipment helped  
to increase production

Grant equipment provide  
more storage spaces to  
store business products

Grant equipment helped to  
increase variance of products

# MONITORING REPORT

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**PUTERI ROSYAFIZAH**

Business income  
increase by :

**500%**

## TOP 5 WINNERS



**WISHAHUL AFRAH**

Business income  
increase by :

**209%**



**KUSHIDA BEGOM**

Business income  
increase by :

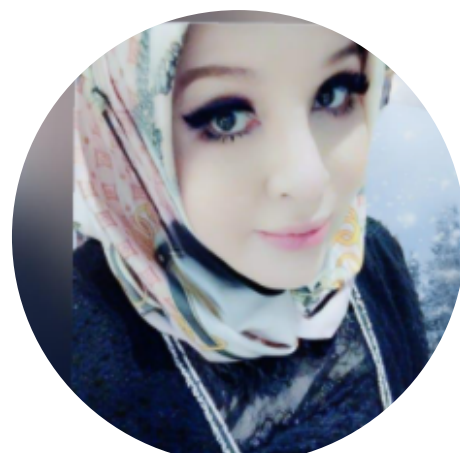
**310%**



**NOOR SURRIANI HASSAN**

Business income  
increase by :

**150%**



**SRI WANI CHOO ABDULLAH**

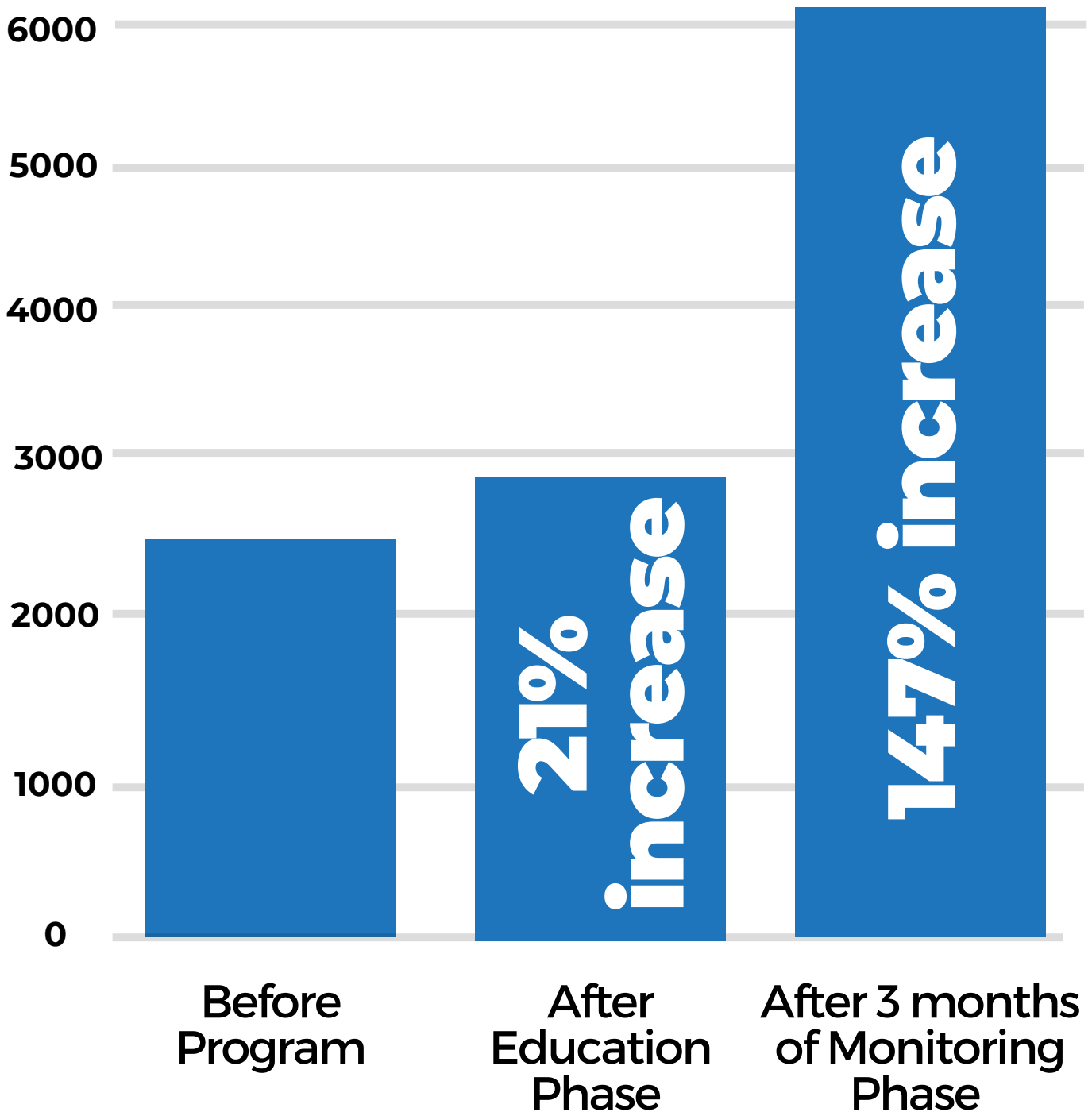
Business income  
increase by :

**67%**

# MONITORING REPORT

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## BUSINESS INCOME



**RM 2500 (500%)**

Highest revenue gained



# PARTICIPANTS' TESTIMONIES

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*I was an alumni of Taylor's Community's program in 2019 and I am grateful to be selected for this program. Before this, my knowledge on business was zero but after the program, I was able to learn so much and creating a design and shape for my business.*

**- Noor Aziah**

*I used to struggle a lot with financial management in my business. However, after joining this program I was able to learn so much to manage my finances more effectively for my business. I am grateful for the trainers and facilitators and hope to achieve greater success!*

**- Syed Al Falah**



*I would like to thank Taylor's Community and NAMA Foundation for this program. Although the BootCamp was short, I've learned various subjects, especially on how to manage my emotions and self-confidence. I hope there are more programs like this in the future as it helps small entrepreneurs like us to kickstart our businesses.*

**- Roziana Ahmad**

*Before I joined PK Taylor's NAMA 2.0, I had zero knowledge of business mainly on the mission, vision, and other essential topics. The trainers were very clear in their explanation and the facilitators have been helpful throughout this program. Thank you so much for this opportunity!*

**- Aisyah Habibullah**



# WINNERS PROFILE

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## NURUL AIDA BINTI MOHD IDRUS



**Secret Bytes,** Bakery (Cake, Bread & Biscuit)



To provide a variety of dessert



Target Market:  
Community and B40 Housewives



Selangor



+60 14 538 7025

## NOOR SURRIANI BINTI HASSAN



**Meksu Kitchen,** Homemade Bakery (Cake, Dessert & Ice-cream)



To be a successful cooking tutor and make an online/offline cooking class



Target beneficiary:  
Community and School Kids

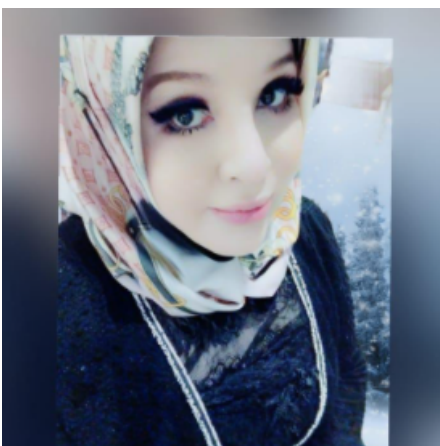


Kuala Lumpur



+60 18 974 3783

## SRI WANI CHOO BINTI ABDULLAH



**Super Delicious Sambal Lado,** sells sambal lado penyet



To provide business opportunities to community via agent system



Target beneficiary:  
Community and B40 Housewives



Kuala Lumpur



+60 19 221 2706

# WINNERS PROFILE

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## SYED AL FALAH BIN SYED OTHMAN



**Alfalah Cleaning & Services,** Landscape cleaning



To have enough workers and equipment to complete a big tender



Target Market:  
Community



Negeri Sembilan



+60 17 265 2057

## PUTERI ROSYAFIZAH ROSLI



**Mama Thaqif Kitchen,** Bakery



To diversify products & types of high quality baked goods



Target beneficiary:  
Community and surprise bouquet entrepreneurs



Kuala Lumpur



+60 19 616 7230

## NORIZAH ALI



**QAS Management (M) Sdn Bhd,** F&B



Review types of foods in local market and Southeast Asia region



Target beneficiary:  
Community & B40 Housewives



Selangor



+60 13 277 9360

# WINNERS PROFILE

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## SITI NORASIAH BINTI MUHAMMAD



**Terachi Traditional Food,** F&B (frozen foods & tradiitional delicacies)



To ensure Malaysia's traditional foods are recognised worldwide



Target Market:  
Community and B40 Housewives



Negeri Sembilan



+60 12 274 8834

## NOOR AZIAH



**Noora Enterprise,** Foods (Sate, Buko Pandan, Tapai Sushi & Puteri Ayu Ketagih)



To establish two branches of business store in KL & Selangor



Target beneficiary:  
Community



Kuala Lumpur



+60 18 248 7302

## ROHANI BINTI AZIZ



**Hanie Cake & Coffee House,** Foods (Cake & Cafe)



To expand new customer networks through latest marketing strategies such as FB, IG & Grab Food



Target beneficiary:  
UTP & UiTM Students and Youths



Selangor



+60 14 522 8135



# WINNERS PROFILE

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## AZLIANA BINTI AZIF



**Nearose Design & Tailoring,** Tailoring services



To provide business opportunities for housewives and single mothers



Target Market:  
Community and Women



Perlis



+60 19 555 7225

## SITI NURSOLEHA



**Dapur Mak Zulaikha Enterprise,** Foods (Lunch box & Catering)



To help & support underprivileged especially orphans & single mothers



Target beneficiary:  
Community & Single mothers



Selangor



+60 12 629 1604

## ROZIANA BINTI AHMAD



**4Kids Mamalicious,** Foods (Pulut kuning berhias & Nasi ayam)



Provide business opportunities via agent system



Target beneficiary:  
Birthday/wedding celebration



Kuala Lumpur



+60 17 629 5884



# WINNERS PROFILE

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## KHAIRIAH BINTI WAHID



**ArieCt Enterprise**, Tailoring Services for Men's & Women's Clothing



To be the main provider for tailoring service for men's & women's clothing in Malaysia



Target Market:  
Community



Selangor



+60 11 1327 6471

## HELYZA NIN



**Alyssa Homemade Bakery**, Bakery (Cakes)



To diversify types of products to attract customers



Target beneficiary:  
Community & Youths



Kuala Lumpur



+60 13 333 7226

## MOHSEN REZAEI



**Pasar Photo**, photography services



To learn more about the photography field to provide high-quality services



Target beneficiary:  
Newly Weds and B2B



Sabah



+60 16 889 5719

# WINNERS PROFILE

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## MASLIANA BINTI JOHARI



**Kak Mas Kitchen,** Catering Provider



To provide a good service for her catering business



Target Market:  
Community and B40 Housewives



Selangor



+60 18 662 4223

## NURSHAHIZA BINTI MOHD SOFI



**Nurshahiza,** Foods (Nasi lemak, Popia & Traditional Delicacies)



To have her own business premise & provide business opportunities to housewives to generate income



Target beneficiary:  
Community & B40 Housewives



Selangor



+60 14 217 3588

## SURIZA BINTI HARUN



**Reesya Health & Beauty Centre,** a therapy and spa service provider.



Improve the industry of health & spa



Target beneficiary:  
Community



Selangor



+60 10 250 5477

# WINNERS PROFILE

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## WISHAHUL AFRAH



**Shadin Cake & Cookies,** Foods (Cakes & Cookies)



To provide business opportunities to customers via agent system



Target Market:  
Community



Selangor



+60 13 134 2105

## KUSHIDA BEGOM



**Kushidah Cosmetics,** Cosmetic and Skincare



To provide cosmetic and skincare products at an affordable price



Target beneficiary:  
Women



Selangor



+60 11 6191 8387

## UMME QULSOOM



**Muslimah Clothing Semanjung,** a therapy and spa service provider.



To provide Muslim wear for women and to expand by creating her own brand



Target beneficiary:  
Muslim Women and Teenagers



Selangor



+60 18 311 2568

# WINNERS PROFILE

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## MOHD FAZLI BIN ABD MALEK



**Fazztechcom,** Repairing services for mobile phones



To provide training for B40 youths on repairing services for mobile phones



Target Market:  
Community and B40 Youths



Kuala Lumpur



+60 17 312 0591

## SITI ZAKIAH BINTI HJ AMIRUDDIN



**Ita Solo Kitchen,** Foods (Tauhu Begedil, Laksa Johor & Pes Sambal)



To provide business opportunities via agent system and have agents in all states



Target beneficiary:  
Community, B40 single mothers & housewives

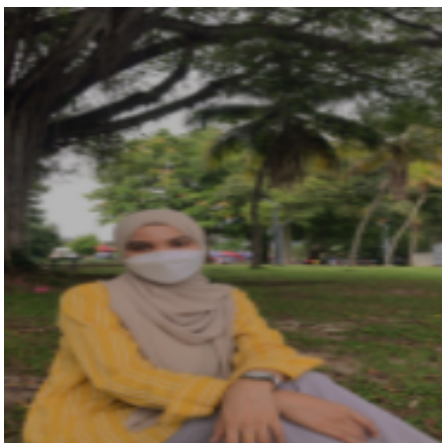


Kuala Lumpur



+60 16 224 9518

## AI SYAH HABIBULLAH



**Ladies Hijab,** selling women scarves



Provide business opportunities to women especially housewives to generate income



Target beneficiary:  
Career women & students



Kuala Lumpur



+60 17 350 8907



# PARTICIPANTS' PROFILE

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## AZMARINA BINTI KAMAROON



**Azmarina Binti Kamaroon**, Stationary and Printing Services



To provide the best printing services around her community with great service that will create loyal customers



Target Market:  
Community and Young Adults



Kuala Lumpur



+60 11 6327 2003

## NORMIZA BINTI ABDULLAH



**Miezamiza Dtailors**, Tailoring Services for Men's Clothing



To expand her business at night markets and on social media



Target Market:  
Men around her community



Selangor



+60 18 248 7302

## SYERON AZMIRA ABU BAKAR



**Baked & Cook Syazmira Kitchen**, restaurant that provides dishes and cookies



To serve practical yet quality food around her community



Target Market:  
B40 Housewives and Community



Selangor



+60 11 6392 5746

# PARTICIPANTS' PROFILE

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## FATIMAH HABIBULLAH



**Bloom of Youth,** Sells various types of tote bags



To provide various designs of tote bags for students and for those who appreciate art



Target Market:  
Young Adults and Teenagers

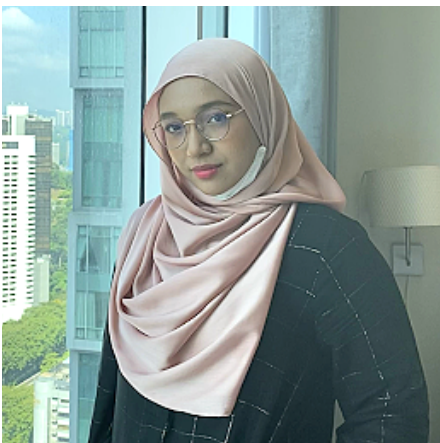


Kuala Lumpur



+60 18 398 3147

## MIHTA RABIYAH



**MiftaScarves,** Scarves for muslim women



To provide quality stitched scarves yet affordable



Target Market:  
Muslim Women and Teenagers

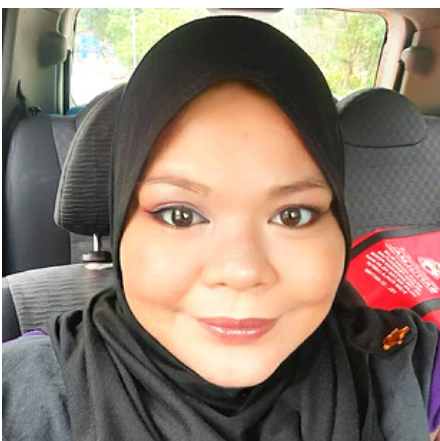


Selangor



+60 13 329 5276

## SYAWALINAH MOHD NOOR



**SSGold By Sya,** sells gold jewellery and accessories



To help women in her community in the gold business and provide jewelry as well



Target Market:  
Women in her community



Selangor



+60 11 2623 1683

# PARTICIPANTS' PROFILE

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## LAILA BEGUM HUSSIN



**Fragrance and Fragrance**, Sells bukhoors, perfumes and diffusers



To get as many customers who are interested in buying her products



Target Market:  
Students and Working Women



Kuala Lumpur



+60 17 941 9468

## ZANARDA WAKEMAN



**Pembuatan Biskut**, Bakes cookies



To bake quality cookies for those in her community



Target Market:  
B40 Housewives



Selangor



+60 17 601 5485

## HALIMATUN ZAMRI



**HALIMATUN ZAMRI**, Food and Beverage



To provide delicious food and train her children to continue the business



Target Market:  
Parents and Students in her community



Selangor



+60 19 619 9700



# PARTICIPANTS' PROFILE

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## NUR BALQISH FARIS'SHA



**Secipi**, Sells *serunding cili api*



To be a young and successful entrepreneur and to create job opportunity



Target Market:  
Students and other entrepreneurs



Selangor



+60 13 560 4880

## FARIDAH RAHIM



**Pembuatan Biskut**, Tailor for clothes and scarves



To provide job opportunities for single mothers, B40 mothers



Target Market:  
Women and Community

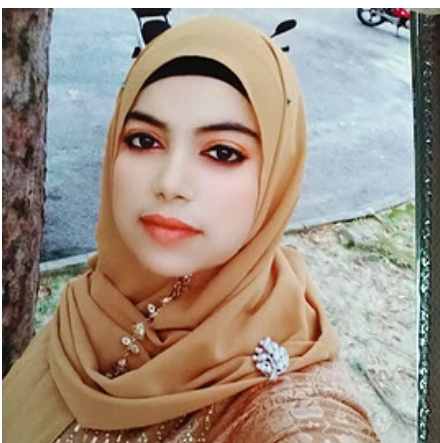


Negeri Sembilan



+60 13261 4822

## RASHIDAH BASHIR



**Seri Maju Sambal Cili Goreng**, Food



To provide food for customers as well as those who are struggling



Target Market:  
Community



Kuala Lumpur



+60 14 619 1192

# PARTICIPANTS' PROFILE

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## NUR RABBIYAHATON BINTI OTHMAN



**Yaya Tupperware Shop,** Sells branded tupperwares



To educate the general public on how to use and preserve quality tupperwares



Target Market:  
B40 Housewives

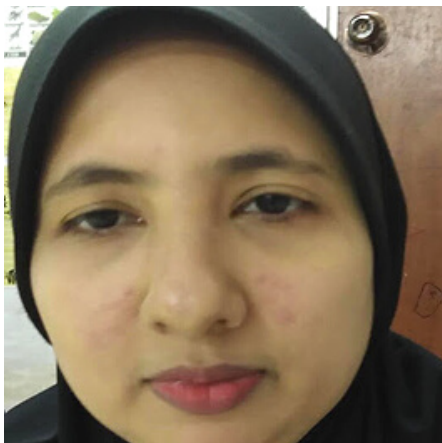


Selangor



+60 18 396 6194

## YASMIN JUMAHKHAN



**Teacher,** Online tutor



To provide online education with the necessary promotions and packages



Target Market:  
Parents and Children aged 6-12



Selangor



+60 11 6422 3655

## SURIATI BINTI JANTAN



**JariJemari Qienazz Resources,** Tailor for custom and ready-to-wear clothes



To provide delicious food and train her children to continue the business



Target Market:  
B40 Housewives



Negeri Sembilan



+60 11 6280 8476



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# CHEERS TO BUILDING MORE GRASSROOTS SOCIAL 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



**TAYLOR'S COMMUNITY**  
Inspiring and Impacting The Community







**Taylor's Education Group**

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

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