



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**

**OVERALL IMPACT REPORT
2022**

An Entrepreneurship program for the Refugee & B40 Community

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INTRODUCTION

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

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

PROGRAM OVERVIEW



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

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

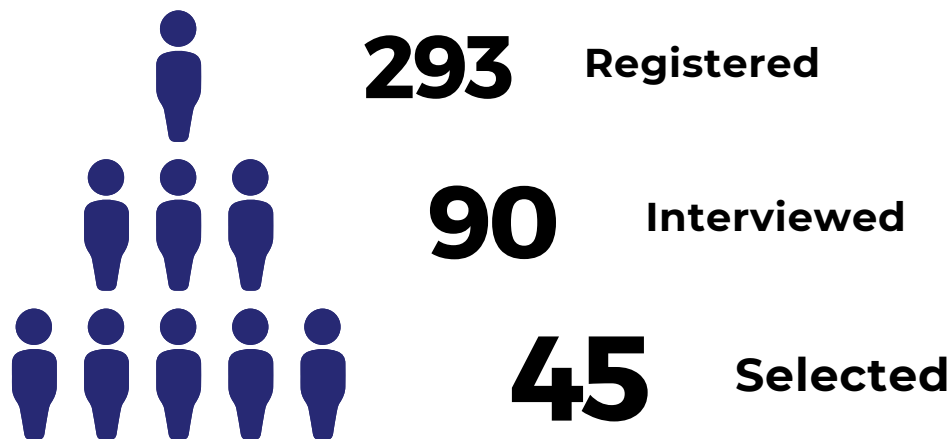
Physical Pitching
& Graduation Day

29th April

Monitoring
Phase Starts

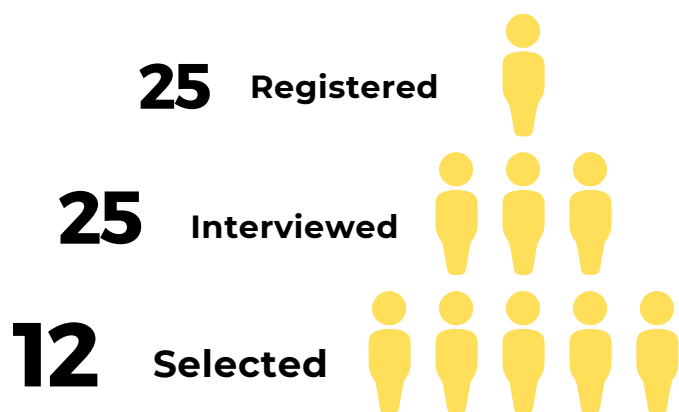
PARTICIPANT REPORT

OVERALL APPLICANTS*

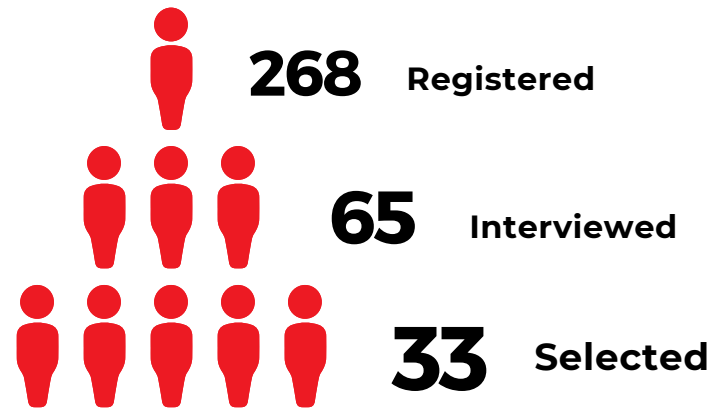


BREAKDOWN APPLICANTS*

Refugees



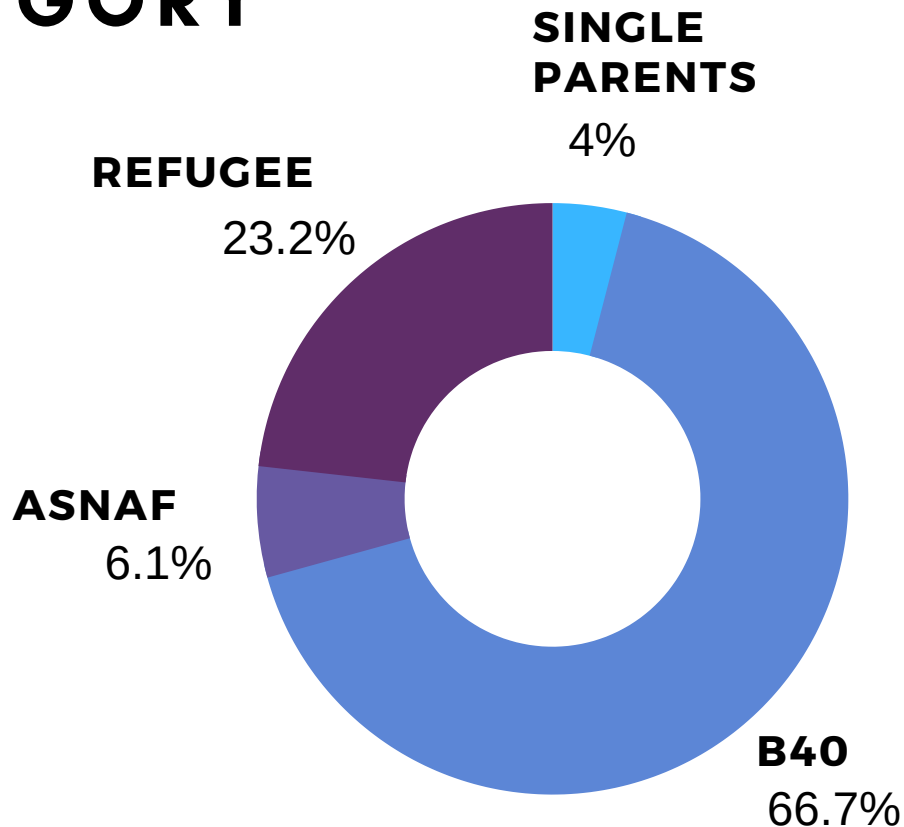
B40



*including NAMA Foundation's participants list

PARTICIPANT REPORT

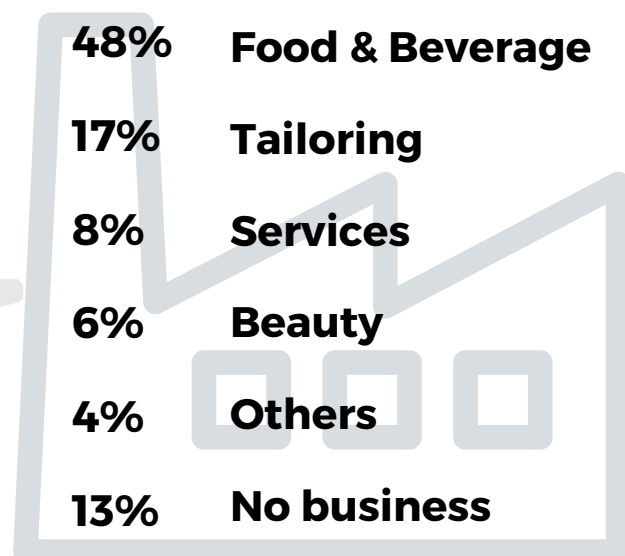
CATEGORY



LOCATION



INDUSTRY




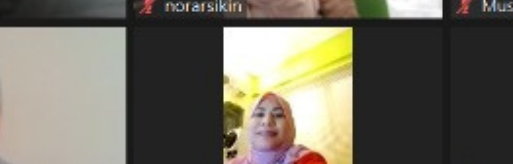
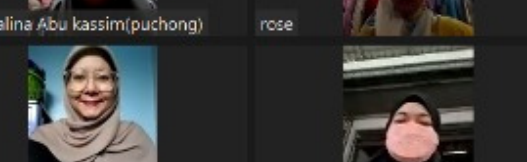
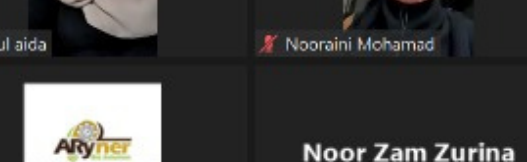


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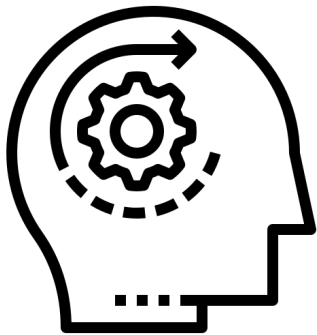
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Inspiring and Impacting The Community

INTERVIEW SESSION

 Hamrah	 Firdaus	 Wei Han Foo
 Syahin - NAMA Foundation	 Azizan Bin Awang	 Zanarda Ikin
 Masliana Johari	 Kushedah Hassan	 Faridah
 Siti Aisyah Rosli	 Jurainah Akran	 Nurul Hatika
 Rohayu Ahmad	 P1 - Asfa Haniza	 Zeyana Yazed
 Norarsikin	 Musliha binti ali	 Mohd Fazli
 Hannah	 Noor Zam Zurina	 Siti kamariah Binti Bahrin
 Sazalina / Abu kassim(puchong)	 Rose	 Nelavathi Marimuthu
 Halijah bt md desa	 Raja Norshahfina	 Nurul Aida
 Nooraini Mohamad	 Razri	 sue 1973
 Alfauz	 Azrin (Dr.B) - 012-678 3153	 Noor Zam Zurina

OVERALL IMPACT

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

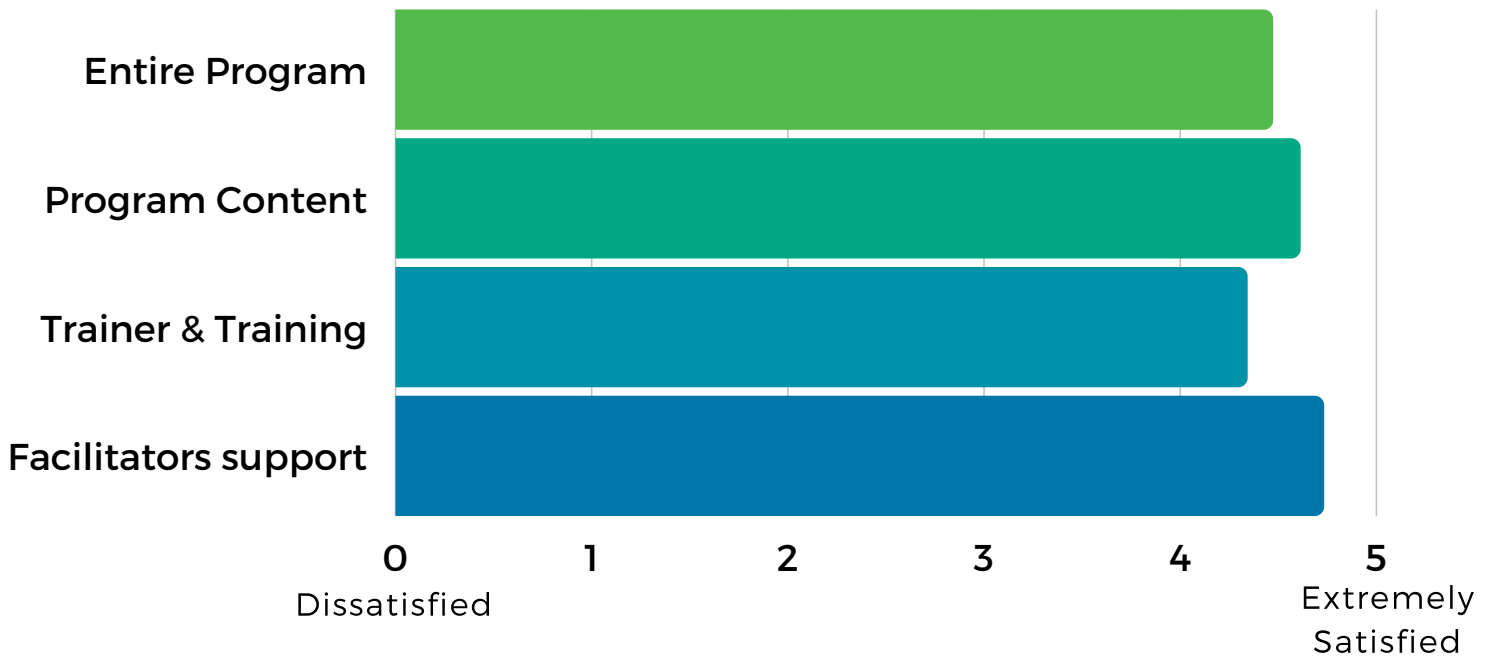
80.5%

Utilizing Marketing techniques

78.5%

OVERALL IMPACT

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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Inspiring and Impacting The Community

EDUCATION PHASE

APA ITU PK Taylor's & NAMA 2.0?



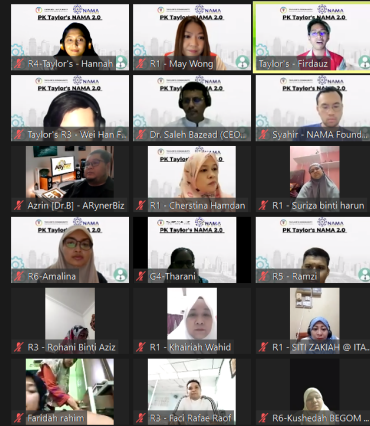
Membantu para usahawan belajar untuk **mengembangkan perniagaan**



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

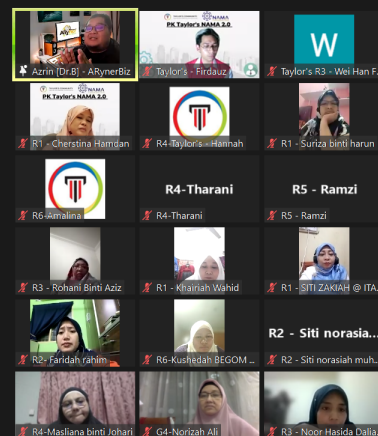


MAY WONG
Taylor's Group Comms & Corporate Social Responsibility Manager



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

PHYSICAL PITCHING DAY

38

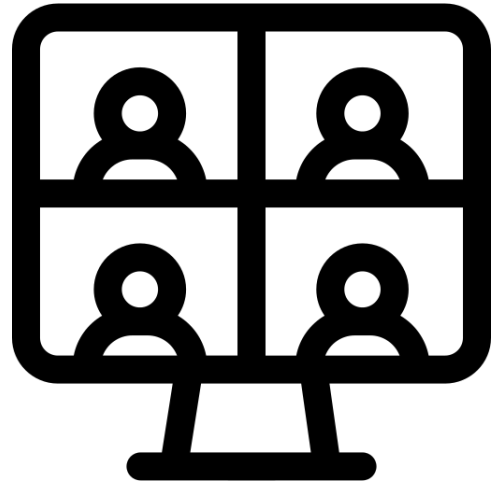
Participants Pitched

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

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

PARTICIPANTS' TESTIMONIES



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

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

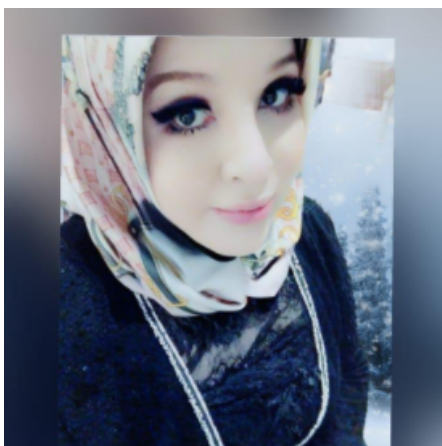


Kuala Lumpur



+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

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

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

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

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

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

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

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

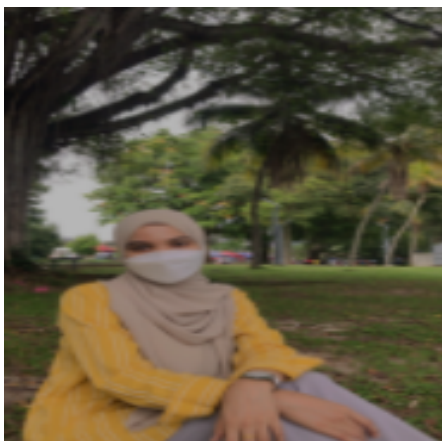


Kuala Lumpur



+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

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

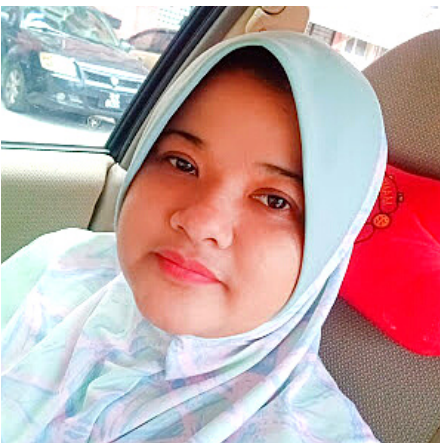


Kuala Lumpur



+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

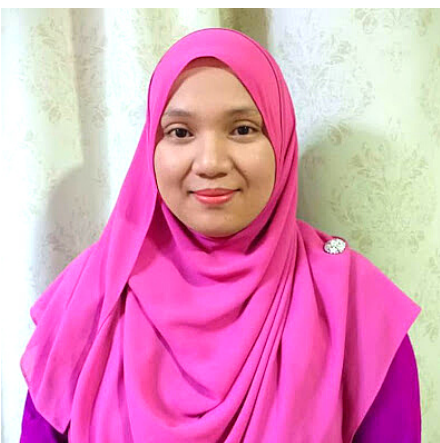


Selangor



+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

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

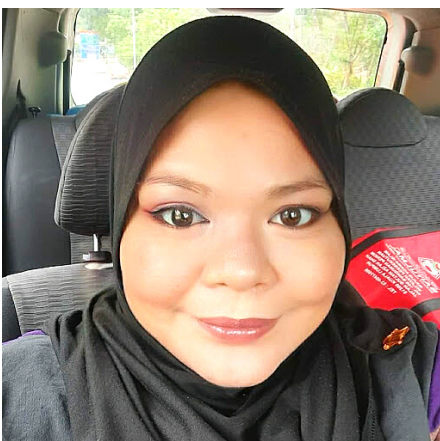


Selangor



+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

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



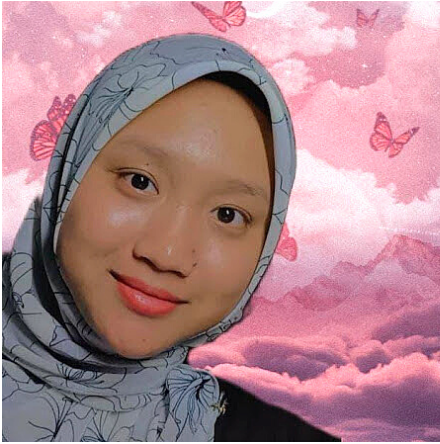
Selangor



+60 19 619 9700

PARTICIPANTS' PROFILE

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

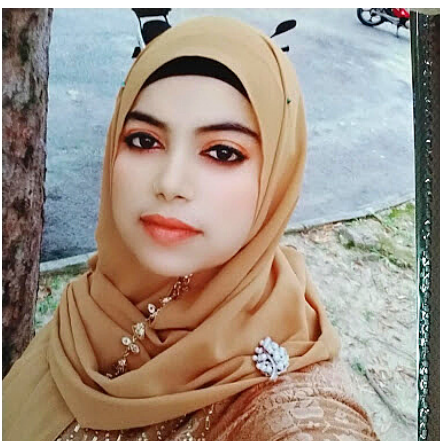


Negeri Sembilan



+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

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

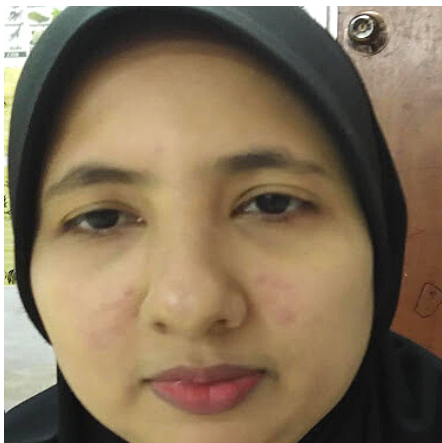


Selangor



+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

CHEERS TO BUILDING MORE GRASSROOTS SOCIAL ENTREPRENEURS



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



www.instagram/taylors.community/



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



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



www.facebook.com/taylorscommunity



taylors.community@taylors.edu.my



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Taylor's Education Group

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

Email: taylors.community@taylors.edu.my

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