



Taylor's Education Group



TAYLOR'S COMMUNITY  
Inspiring and Impacting The Community



*Program*

# PK MINI CIMB ISLAMIC - TAYLOR'S 2023

## IMPACT REPORT

An Entrepreneurship Program  
for B40 community children



# CONTENTS



**INTRODUCTION**

**PROGRAM OVERVIEW**

**WORKSHOP IMPACT**

**PITCHING DAY**

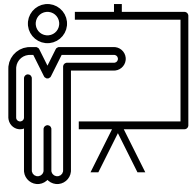
**GRANT AWARD DAY**

**WINNERS LIST**

**MONITORING**



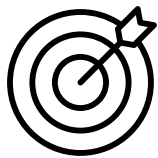




# INTRODUCTION

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**PK MINI CIMB ISLAMIC - TAYLOR'S 2023** is an Entrepreneurship Program that focuses on the children of PK CIMB Islamic - Taylor's 2023 and Alumni entrepreneurs as a tool to cultivate entrepreneurial traits in themselves at a young age. **PK MINI CIMB ISLAMIC - TAYLOR'S - 2023** aims to apply the basic aspects of entrepreneurship, participants will be able to practice entrepreneurship knowledge in the future as well as create a great potential impact in helping families in business



# THE OBJECTIVE

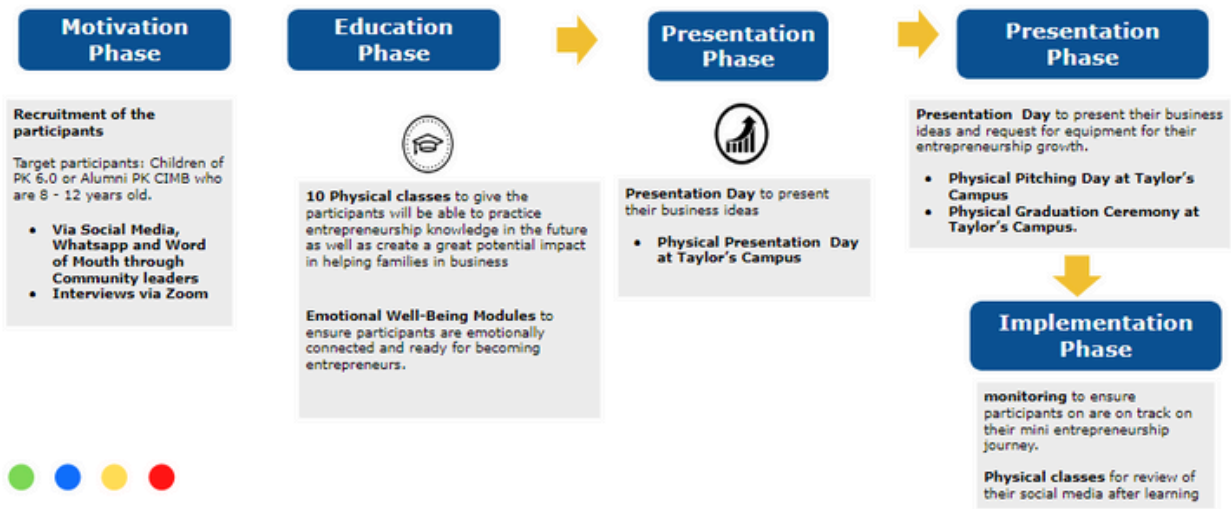
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To educate and train children from PK CIMB Islamic - Taylor's 2023 and Alumni's Children with the Entrepreneurship Mini module to enable them to maintain their entrepreneurial nature to the next generation



# PROGRAM OVERVIEW

## OVERALL PROGRAM STRUCTURE



## TIMELINE

2023

**22 March- 23 June**

Recruitment

**24 June -6 July**

Participant selection via interview

**18 Nov**

Grant Award

**21 Oct**

Pitching Day

**15 July - 7 Oct**

Education Phase

2024

**3 Feb - 11 May 2024**

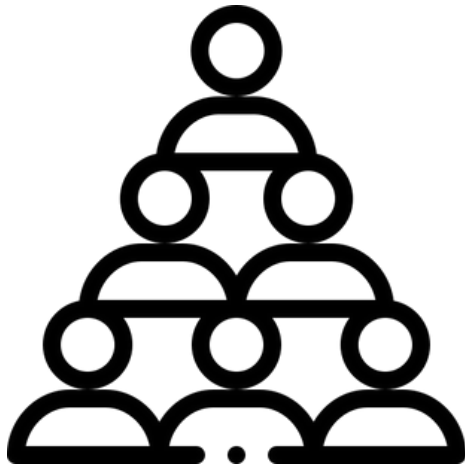
Implementation Phase

**8 June 2024**

Graduation



# PARTICIPANT REPORT



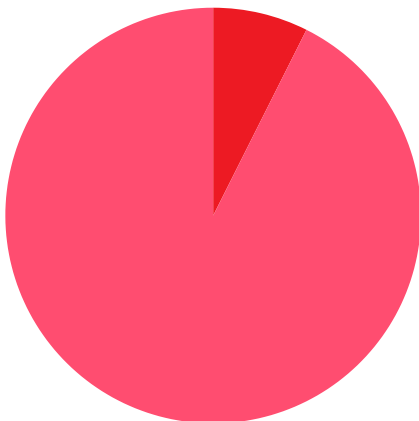
**24** 

**Participants Selected**

## GENDER

**MALE**

7.4%



92.6%

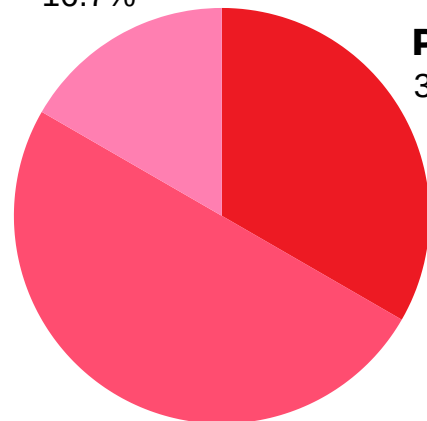
**FEMALE**

## CATEGORY

**SEKOLAH SK  
PERDANA JAYA**

16.7%

**PK 6.0**  
33.3%



50%

**ALUMNI**





# WORKSHOP IMPACT



15th July 2023



Taylor's Lakeside Campus



23 participants



Class 1



23 participants



## KEY TAKEAWAYS

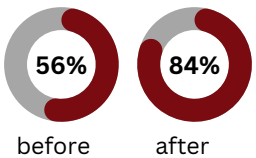
- Definition of a vision board and career
- To identify vision and career goals
- Draw themselves in 5 years and how to react challenges

The new knowledge I gained is about career and what we should do if we can't achieve our ambitions.

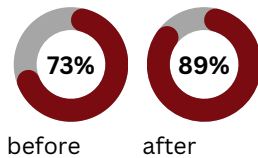
I feel happy and best

I really like this class and learn about the ideal of success

## KNOWLEDGE ON GOAL

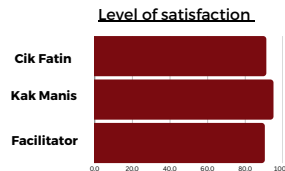


## KNOWLEDGE ON CAREER



96%

Agreed today's learn something today



Are you excited to attend the next class?



# WORKSHOP IMPACT



29th July 2023



Taylor's Lakeside  
Campus



23 participants



Class 2



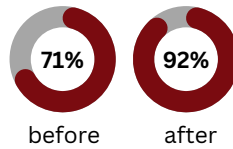
23 participants



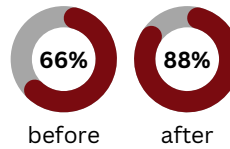
## KEY TAKEAWAYS

- Definition of Resilience
- Resilience in managing business
- Mindfulness Breathing
- Basic Social Media

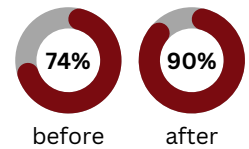
## KNOWLEDGE ON RESILIENCE



## DIFFERENT TYPES OF BREATHING



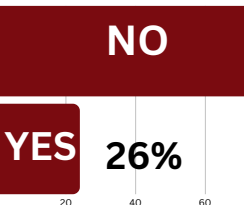
## BASICS OF SOCIAL MEDIA



Excited to attend the  
next class

96%

know and answer  
correctly the  
meaning of  
resilient after  
class



school teach about  
resilience

If you want to become an entrepreneur,  
what do you want to sell?

74%

I want to sell cakes



Desserts



Stickers and Pencils



Nutritious vegetables  
and protein and clean



I feel happy  
and best

#KomunitiSentiasaDiHati



# WORKSHOP IMPACT



26th August 2023 Taylor's Lakeside Campus



24 participants



Class 3



24 participants  
Topic Learning

- Foundational Knowledge in Computer Skills.
- Explore and using PowerPoint to Design for Presentation Day.
- Fixed & Growth Thinking

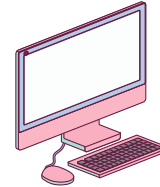


Did you learn something new today?

100%

Use this knowledge for future

100%



KNOWLEDGE ON BASIC COMPUTER

78%

before

97%

after

KNOWLEDGE ON BASIC POWERPOINT

63%

before

100%

after



100%  
Excited to attend the next class



77%  
before

94%  
after

Do you know how thinking is divided into two?



Fixed Thinking

Growth Thinking



#KomunitiSentiasaBertani





# WORKSHOP IMPACT



9th September  
2023



Taylor's Lakeside  
Campus



29 participants



Class 4



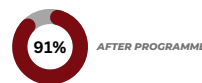
23 participants

## Topic Learning

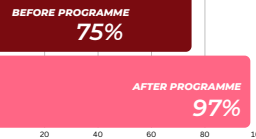
- Knowledge about sympathy and empathy.
- Elevating a helping mindset and exploring emotions.
- Art therapy session.



Knowledge about sympathy and empathy



participants know how to differentiate between sympathy and empathy



## Feedback from participants



Excited to attend the next class

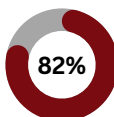
My feeling today is that I am very happy

I feel happy and best

"I really like it."



The participants are aware of the meaning of the term 'sympathy'.



The participants are aware of the meaning of the term 'empathy'.

98%

Learning with the trainer enjoyable

95%

The facilitator is very helpful

#KomunitiSentiassabDhati



# WORKSHOP IMPACT



23rd September  
2023



Taylor's Lakeside  
Campus



24 participants



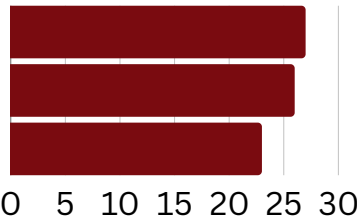
Class 5



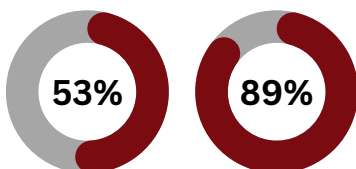
## Resilient in Life

### KEY LEARNINGS

Exposure to what is resilient  
Source of individual resilience  
Ways to build resilience



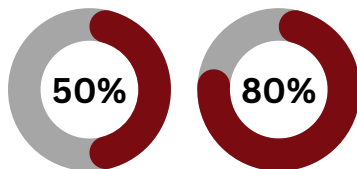
### SELF-AWARENESS OF RESILIENT



before

after

### KNOWLEDGE OF RESILIENT



before

after

93.3%

participants  
expressed that  
this class has  
imparted new  
knowledge  
to them



### NEW LEARNINGS

- Learn to manage their own emotion rationally.
- Building a positive circle to boost mental resilience.



# WORKSHOP IMPACT



7th October 2023



Taylor's Lakeside  
Campus



24 participants



Class 6



## Presentation Skills

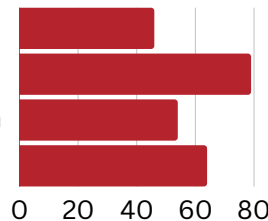
**91%**

mentioned that this  
module is suitable to  
be taught in the class



## ASPECTS THAT HAVE IMPROVED

Felt less nervous for the pitching  
Confidence in preparing for pitching  
insights in getting jury's attention  
Able to identify business' uniqueness



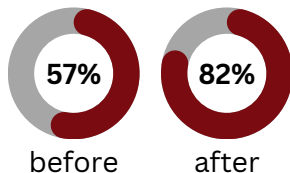
**100%**

agreed that this  
module contributes  
to building their  
confidence



## Mock Pitching

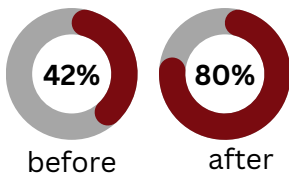
### LEVEL OF CONFIDENCE



before

after

### READINESS FOR THE PITCHING



before

after

## OUTCOMES OF MOCK PITCHING

- Help boost self-confidence in public speaking.
- Learning how to choose the right techniques and points for pitching.
- Recognize one's own uniqueness.

**82%**

Indicated that the mock  
pitching session aids in  
their readiness for the  
actual pitch



**18%**

Expressed the need for  
further support to help  
them get ready for the  
pitching





# WORKSHOP IMPACT



21st October  
2023



Taylor's Lakeside  
Campus



24 participants



Pitching Day



Pitching Presentation

## 100%

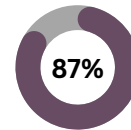
Participants have  
noted that this  
program significantly  
contributed to their  
**PERSONAL and  
BUSINESS GROWTH.**

### IMPROVED PERSONAL TRAITS

- Confidence
- Presentation Skills
- Communication Skills
- Financial Knowledge
- Self-Resilience



SATISFACTION  
OF PITCHING



CONFIDENCE IN  
GETTING THE GRANT



### ENHANCED BUSINESS TRAITS

- Business Objectives
- Marketing Skills
- Financial Knowledge
- Baking Techniques
- Identifying Risk & Challenges



Participants  
would  
recommend this  
program to  
friends.

## 100%



# WORKSHOP IMPACT



18th November  
2023



Taylor's Lakeside  
Campus



24 participants



Announcement of  
Winners



## Announcement of Grant Winners

### PARTICIPANT SATISFACTION

**83%** Announcement of the Winners

**93%** Program's Flow

**95%** Program's Venue

**95%** Program's Organiser

**93%** Program's Emcee

**89%** Breakfast Provided

**80%** Lunch Provided





# GRANT AWARD

During the Grant Award ceremony, 24 participants showcased their projects in front of a prestigious panel of judges from CIMB Bank and various professional backgrounds. The event was vibrant and filled with energy. As a gesture of recognition for their excellent presentations, five participants were selected to receive vouchers worth RM 100 each.



**MAJLIS  
ENGUMUMAN PEMENANG**

**PROGRAM KEUSAHAWANAN MINI  
CIMB ISLAMIC - TAYLOR'S 2023**

**TARIKH : 18 NOVEMBER 2023**  
**TEMPAT: LECTURE THEATRE 21,  
TAYLOR'S LAKESIDE CAMPUS**





# WINNERS REPORT

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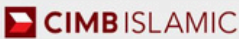
**5**  
**WINNERS**

**UP TO RM 100**  
**WORTH OF VOUCHERS PER**  
**WINNER**

## BEST PRESENTER

---

Organised by:



Programme Partners:

TAYLOR'S COMMUNITY  
Inspiring and Impacting The Community

## PEMENANG PEMBENTANGAN

PROGRAM KEUSAHAWANAN MINI CIMB ISLAMIC - TAYLOR'S 2023

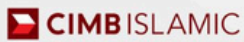


**MUHAMMAD**  
**ZAHIRUL HAQ BIN**  
**ZUISKANDAR**

IDEA PERNIAGAAN:  
THEBOOKCO & BUKU DAN ALAT TULIS

# BEST PRESENTER

Organised by:



Programme Partners:

TAYLOR'S COMMUNITY  
Inspiring and Impacting The Community

## PEMENANG PEMBENTANGAN

PROGRAM KEUSAHAWANAN MINI CIMB ISLAMIC - TAYLOR'S 2023



### QAIREEN AINAN BINTI MURSAN

IDEA PERNIAGAAN:  
LAKSAMANA & LAKSA

Organised by:



Programme Partners:

TAYLOR'S COMMUNITY  
Inspiring and Impacting The Community

## PEMENANG PEMBENTANGAN

PROGRAM KEUSAHAWANAN MINI CIMB ISLAMIC - TAYLOR'S 2023



### SITI NUR KHALEEDA HAMIDI

IDEA PERNIAGAAN:  
KEDAI ALAT TULIS KHALEEDA



**CIMB ISLAMIC**



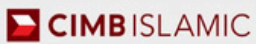
Taylor's Education Group



Inc.  
An Inc.

# BEST PRESENTER

Organised by:



Programme Partners:



TAYLOR'S COMMUNITY

Inspiring and Impacting The Community

## PEMENANG PEMBENTANGAN

PROGRAM KEUSAHAWANAN MINI CIMB ISLAMIC - TAYLOR'S 2023



**AFIYA HANNA  
BINTI NOR  
KHAMSI**

IDEA PERNIAGAAN:



Organised by:



Programme Partners:



TAYLOR'S COMMUNITY

Inspiring and Impacting The Community

## PEMENANG PEMBENTANGAN

PROGRAM KEUSAHAWANAN MINI CIMB ISLAMIC - TAYLOR'S 2023



**NUR DHIA IRDINA BINTI  
MOHD ASRI**

IDEA PERNIAGAAN:  
BOUQUET TONA





# MONITORING CLASS



**3rd February  
2024**



**Taylor's Lakeside  
Campus**



**12 participants**



**Monitoring Class 1**



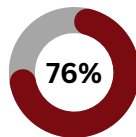
**In-depth bookkeeping (1)**

## Financial Management Inventory Kerjaya Sidek (Holland Theory)

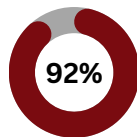
**100%**

Excited for the upcoming class and providing examples of needs accurately.

**Definition of Needs**

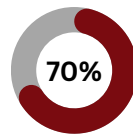


before

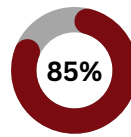


after

**Definition of Desires**



before



after



Participants were very satisfied with the trainers today

**Knowledge on Inventory Kerjaya Sidek**



before



after



Participants were very satisfied with the learnings today

### FEEDBACK:

"Dapat mengenalpasti dan mengetahui 5 aspek penting dalam merekod data kredit dan debit iaitu Asset, Liabiliti, Modal, Perbelanjaan dan Hasil."



# MONITORING CLASS



16th March 2024



Taylor's Lakeside  
Campus



15 participants



Monitoring Class 2



## Basic Canva

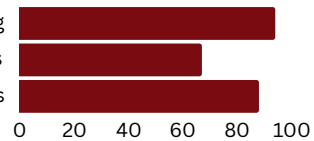


1. Introduced to the fundamental principles of Canva
2. Acquired knowledge of the various functions of tools within Canva
3. Granted the autonomy to craft business logos independently

**100%**

**Making a business logo  
using Canva today was  
enjoyable**

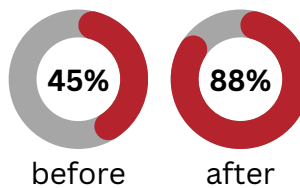
The instructor teaching Canva during class provides a good understanding  
Never created a business logo before attending class  
Excited to attend the upcoming class



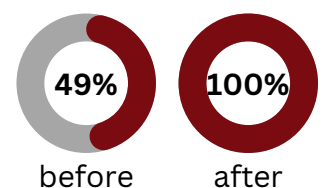
### FEEDBACK:

Syifa - I'm so excited to be able to use Canva and learn all sorts of things!  
Qaireen - Happy to be able to create my business logo.  
Abdullah - Grateful for this program

### LEVEL OF UNDERSTANDING How to use the tools within Canva



### LEVEL OF KNOWLEDGE Familiar with Canva





# MONITORING CLASS



11th May 2024



Taylor's Lakeside  
Campus



16 participants



Monitoring Class 3



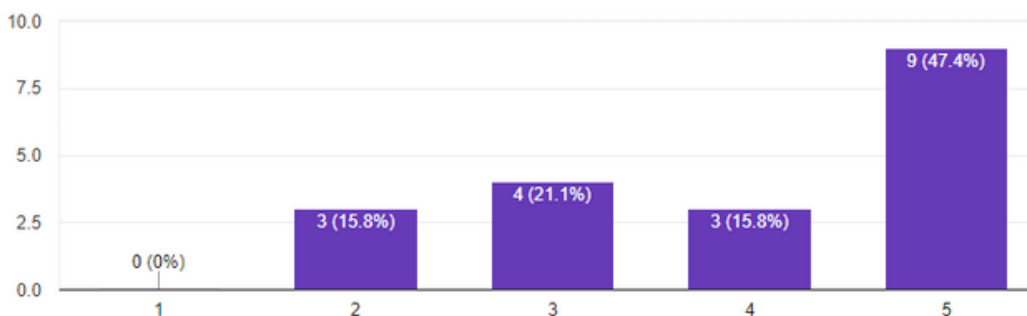
## Exposure of Branding & Marketing

1. Understanding basic of branding
2. Understanding of marketing
3. Learning to create poster by using Canva

**100%**

*of the participants reported feeling confident in their ability to create and manage their own brands in the future.*

### Level of understanding in Branding



**89.5%**

*of the participants are able to know and use marketing methods*

**79.5%**

*of the participants are able to identify the different types of marketing method*





# MONITORING CLASS



29 June 2024


Taylor's Lakeside  
Campus


16 participants



Monitoring Class 4

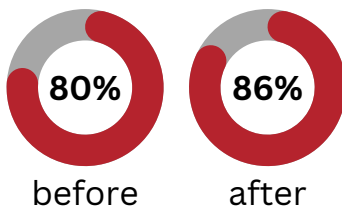


## BASIC LEARNING OF NEEDS & DESIRES

1. Understanding the fundamentals of needs and desires.
2. Importance of communication in daily life

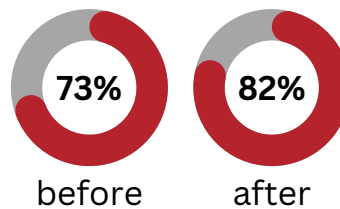
### LEVEL OF UNDERSTANDING

Definition of needs



### LEVEL OF UNDERSTANDING

Definition of desire


**100%**

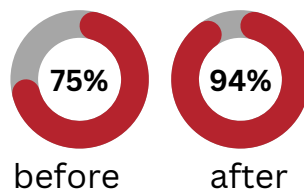
of the participants are excited  
during the class

**75%**

of the participants are believe that  
they can make their own decisions  
without parental assistance when  
purchasing items after learning about  
needs vs. wants.

### LEVEL OF UNDERSTANDING

Difference NEEDS vs DESIRE


**79.5%**

of the participants are able to  
identify the different types of  
marketing method


# MONITORING CLASS



20 July 2024



Taylor's Lakeside  
Campus



14 participants



Monitoring Class 5



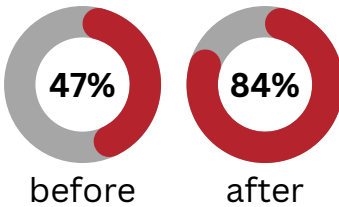
## LEARNING OUTCOMES

Understanding the basis of Social Entrepreneurship (SE).

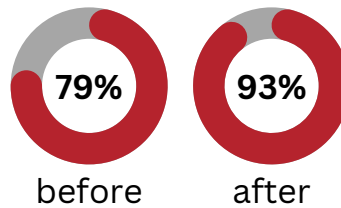
**86%**

*of the participants first time  
hearing about Social  
Entrepreneurship (SE)*

### LEVEL OF UNDERSTANDING Definition of Social Entrepreneurship



### LEVEL OF UNDERSTANDING Importance of Social Entrepreneurship



**93%**

*of the participants are  
interested to become a Social  
Entrepreneur*

**100%**

*of the participants are  
excited for the next class(es)*



# MONITORING CLASS



29 August 2024



Taylor's Lakeside  
Campus



16 participants

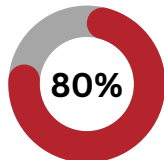


Monitoring Class 6

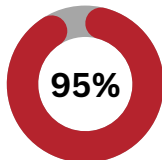


## PLANNING OF MINI BAZAAR

### LEVEL OF UNDERSTANDING Processes on mini bazaar preparation



before



after

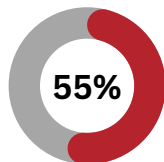
**65%**

*of the participants are  
planning for bazaar for  
the first time*

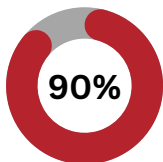
**100%**

*of the participants are  
excited and eager to  
execute the bazaar  
planning*

### LEVEL OF UNDERSTANDING Application on learnings throughout the program



before



after

**85%**

*of the participants still  
remember and confident to  
apply the learnings from the  
program*





# MONITORING CLASS



29 August 2024



Taylor's Lakeside  
Campus



16 participants



Mini Bazaar &  
Closing Ceremony

After completing the final Monitoring Class, where participants were divided into five groups, each group successfully developed a product to be marketed and sold during the Mini Bazaar event.

With the invaluable support of parents and facilitators, the children demonstrated remarkable teamwork and creativity in engaging customers throughout the day. We are proud to share that all five groups successfully sold out their products. Additionally, each graduating participant was awarded a certificate of completion and a token of appreciation in recognition of their dedication and effort throughout the program.

We hope that the learnings and skills they have acquired through this program will not only be utilized here but also applied in their daily lives. It is our aspiration to see these young, budding entrepreneurs continue to grow and shine in the future.



# CHEERS TO BUILDING MORE GRASSROOTS ENTREPRENEURS

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<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/@taylorscommunity1687>



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