

MicroBiz Ready (PWD Entrepreneurs)

CIMB X TAYLOR'S
EDUCATION GROUP

**IMPACT REPORT
2022**

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INTRODUCTION

MicroBiz Ready is a collaboration between CIMB and Taylor's Education Group through a 'Blended' (Virtual & Physical) Entrepreneurship Program focusing on digitalizing business for the small entrepreneurs' community.

THE OBJECTIVE

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

*PWD: People with Disabilities

PROGRAM OVERVIEW



ENTREPRENEURSHIP MODULES

Business financing &
financial literacy



E-COMMERCE

Introduction of
e-commerce
websites and
how to utilize it



DIGITALIZATION FOR SMES

Ways to digitalize
business and start
selling ONLINE



EMOTIONAL WELLBEING MODULE

To nurture
emotionally resilient
entrepreneurs

TIMELINE

2022

14 - 25 Oct

Recruitment

29 Oct

Workshop 1

31 Oct

Opening of participants'
business account

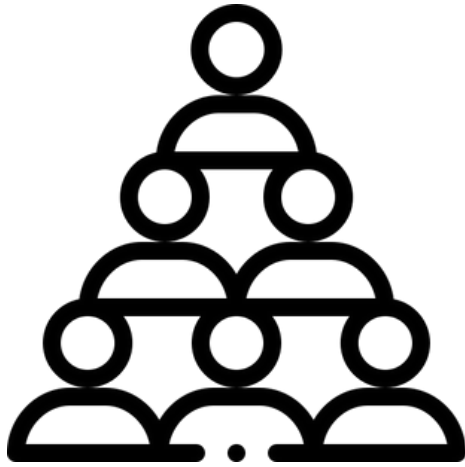
12 Nov

Workshop 2

26 Nov

Workshop 3 &
Closing Ceremony

PARTICIPANT REPORT

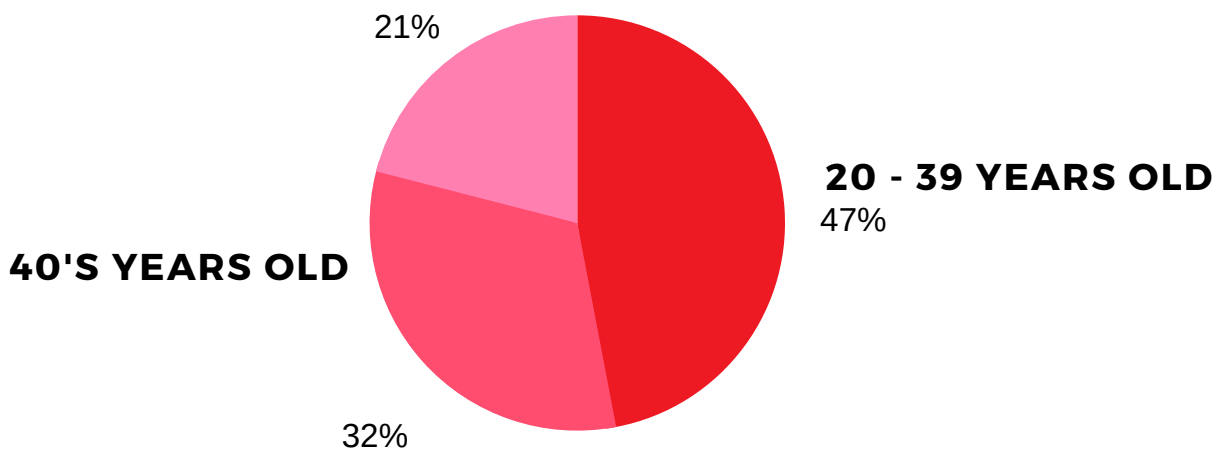


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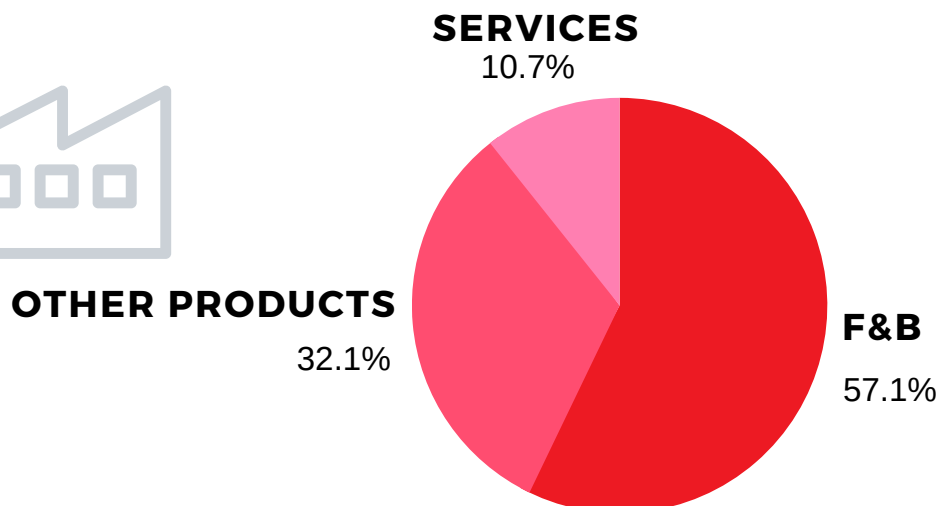
Participants Selected

AGE GROUP

50'S YEARS OLD



INDUSTRY



WORKSHOP 1 IMPACT

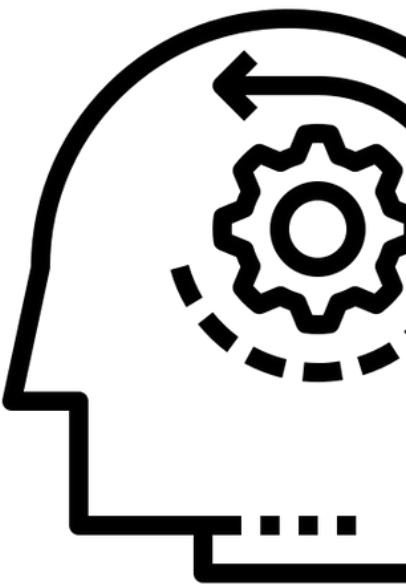


29th October 2022
10.00 am - 12.00 pm



Emotional
Wellbeing Module

LEARNINGS



Identifying signs of stress

81%

Effective stress management

87%

Effects of not handling stress

70%

Definition of stress

62%

Categories of Stress

70%

100% expressed
positive
emotions after
the class

Before

After

Emotional wellbeing
knowledge

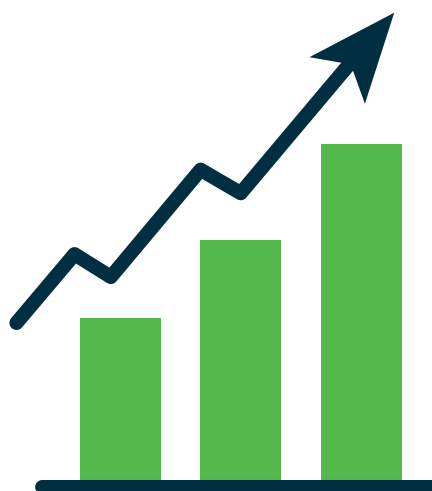
72%

92%

Confident to manage
mental wellbeing
independently

70%

90%



WORKSHOP 2 IMPACT

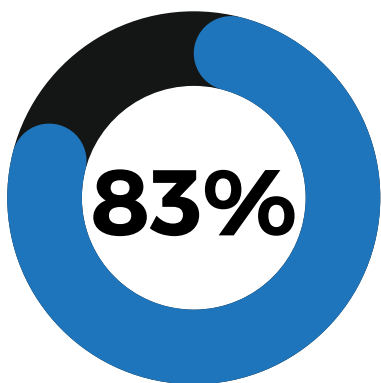
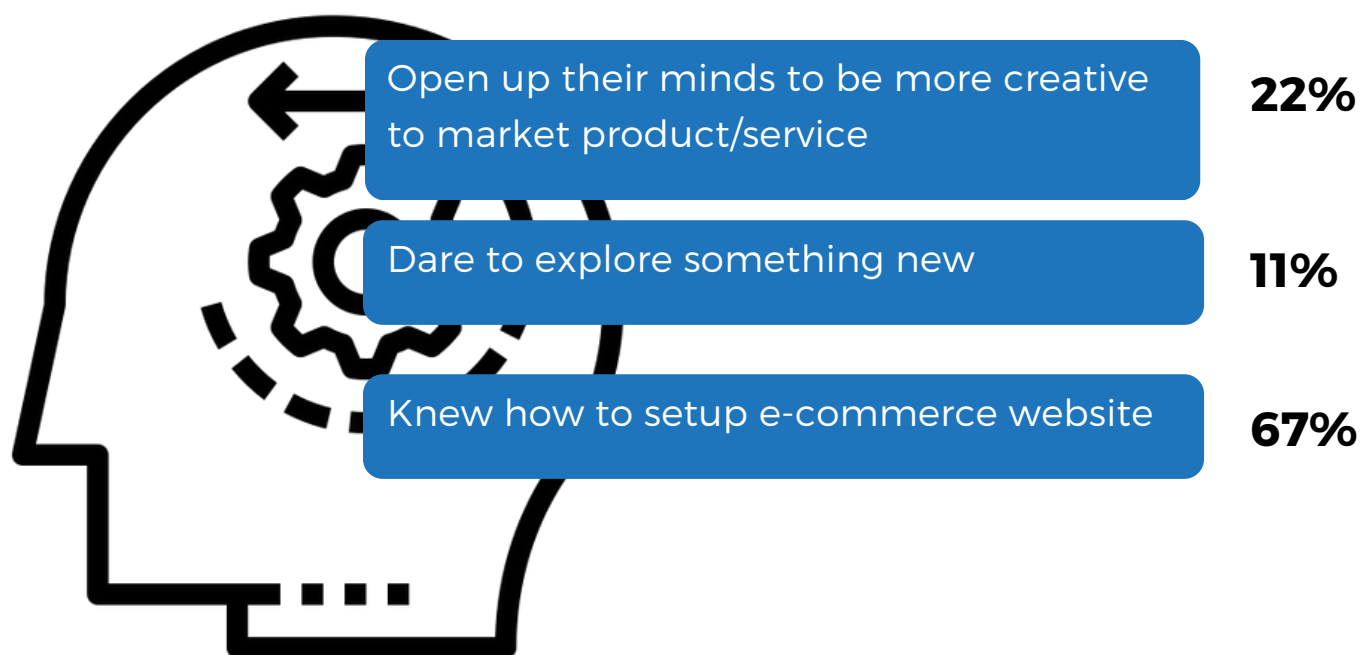


12th November 2022
9.00 am - 12.30 pm



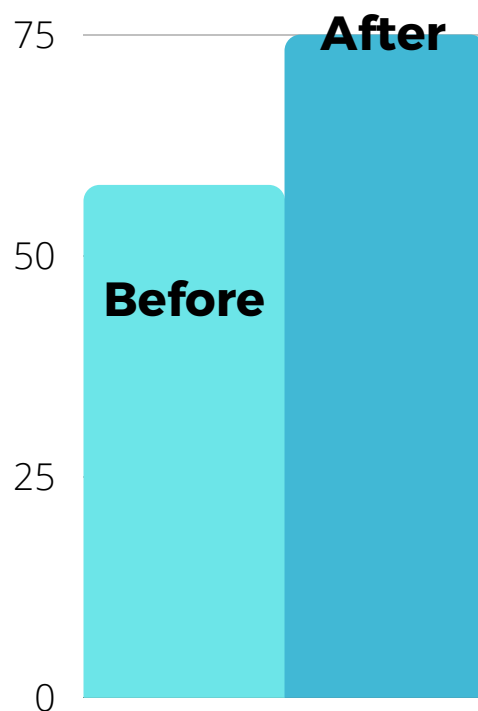
Digitalization for
SME
(e-commerce)

LEARNINGS



The session helped
improve their confidence
as entrepreneurs

Improvement of skills in
e-commerce for their business



WORKSHOP 3 IMPACT

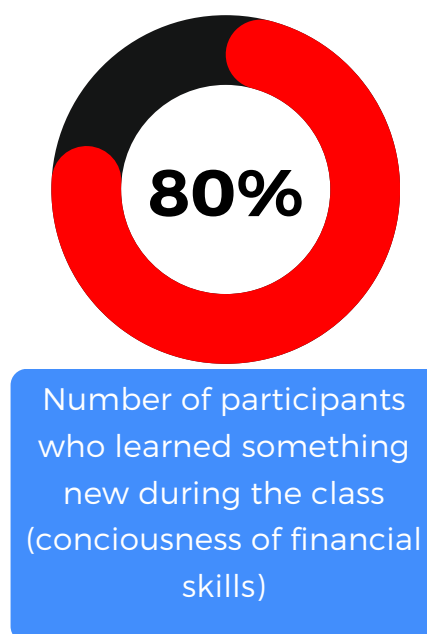
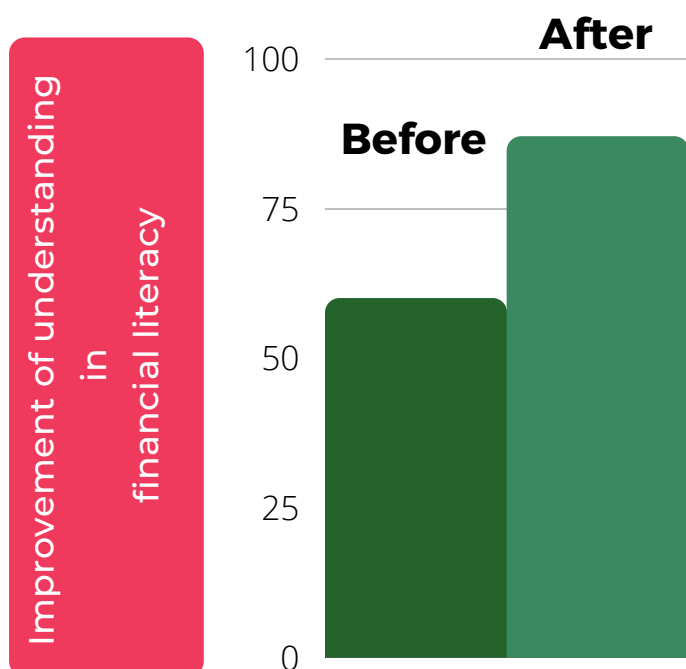
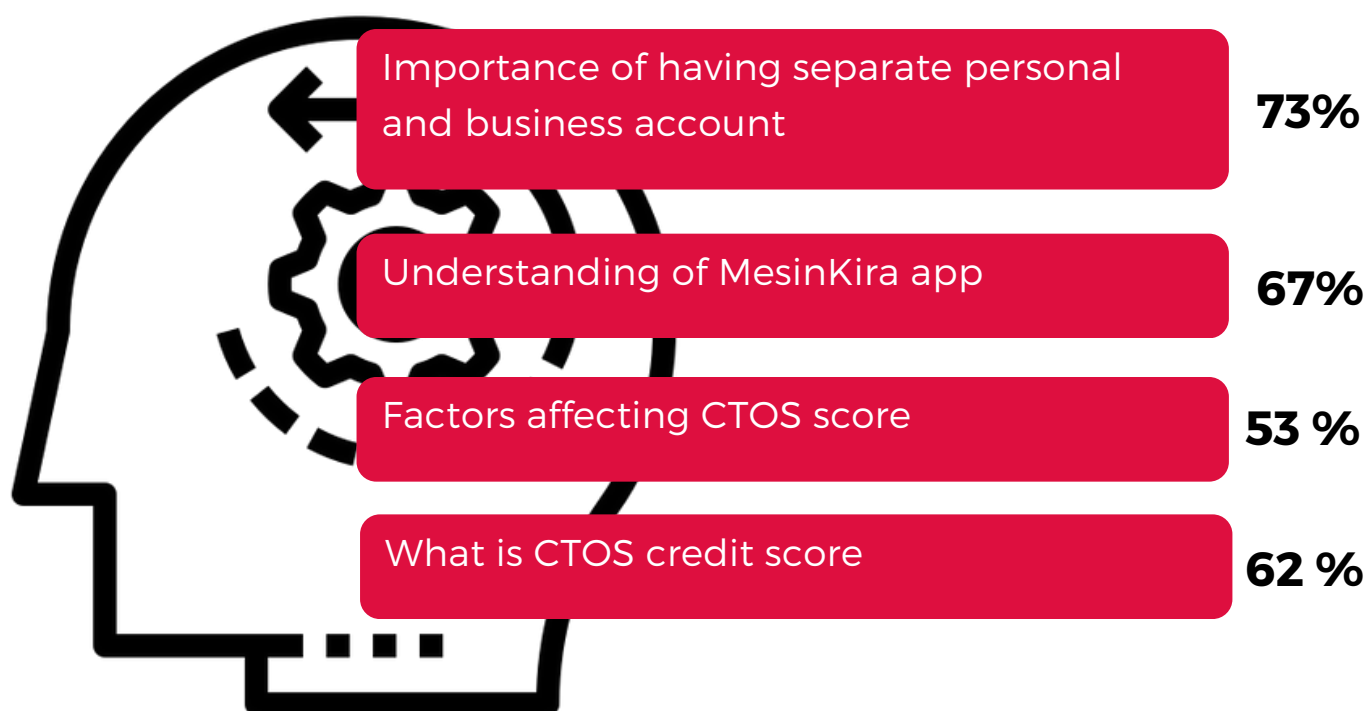


26th November 2022
9.00 am - 12.30 pm



Basic Concept of
Financial &
Banking for SMEs

LEARNINGS



OVERALL FEEDBACK

In general, this program achieved our overall agreed objective

- 1) To equip and grow PWD 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 enjoyed the hybrid class for Workshop 2 & 3 since only 4 participants are outside of Klang Valley so it is accommodating for them
- ▶ Participants requested to have a more practical session on setting up the Easy Store and more sessions on how they will be able to plan and utilize their EasyStore website as an added value to their business
- ▶ Suggested to stay with timeline of at least one week (5 working days) for completion of EasyStore website

POST EVENT

- ▶ EasyStore is not very helpful in guiding the participants on how to utilise the website after the practical session
- ▶ One-month free subscription without proper guidance limits the usage of the e-commerce platform

WINNERS LIST



**NOOR ZEEDA BINTI ABD
AZIZ**

***RAHSIA ALAM UTARA
ENTERPRISE***



**NURUL NADIA DIANA BINTI
ADNAN**

***NURUL NADIA DIANA BINTI
ADNAN***



**AHMAD IHSAN BIN AHMAD
FIRDAUS**

IHSAN MADU EMPIRE



**SHAMSINAR JENIFER BINTI
MOKHTAR**

***SHAMSINAR JENIFER BINTI
MOKHTAR***



**SITI SAKINAH BINTI
ABDULLAH**

ZEAL DYNAMIC ENTERPRISE

WINNERS LIST MONITORING PHASE



NURUL NADIA DIANA BINTI ADNAN
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SERVICES - PRINTING

CHEERS TO BUILDING MORE GRASSROOTS ENTREPRENEURS



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



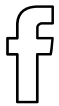
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<https://www.youtube.com/channel/UCZVFu-ecBwZNUcsaywlhk1A>



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CIMB

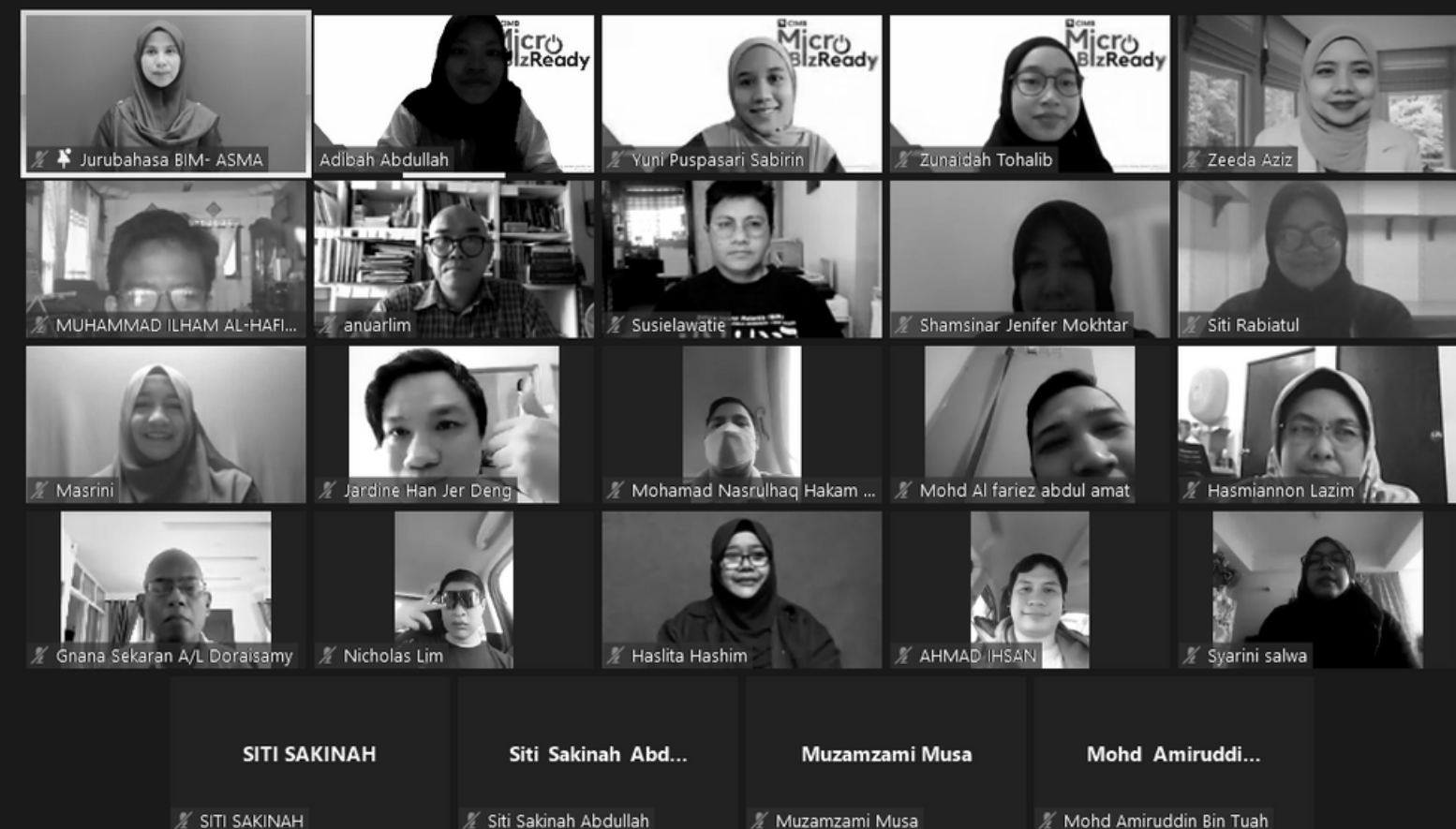


Taylor's Education Group



TAYLOR'S COMMUNITY
Inspiring and Impacting The Community

An initiative by Taylor's Education Group



Taylor's Education Group

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