

MicroBiz Ready (Northern Region Entrepreneurs)

CIMB X TAYLOR'S
EDUCATION GROUP

**IMPACT REPORT
2023**

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INTRODUCTION

MicroBiz Ready is a collaboration between CIMB and Taylor's Education Group through a Physical Entrepreneurship Program focusing on impacting small entrepreneurs' communities in Peninsular Malaysia on business digitalization.

THE OBJECTIVE

To equip and grow entrepreneurs from different backgrounds (B40, *Asnaf, Women, and **PWD) in the Northern Region of Peninsular Malaysia with the necessary skillset and knowledge as well as exposure to the right mentors for their entrepreneurship journey.

*ASNAF: a party that is eligible to receive Zakat aid collected from Muslims

**PWD: People with Disabilities

PROGRAM OVERVIEW



ENTREPRENEURSHIP MODULES

Business financing &
financial literacy



DIGITALIZATION FOR SMES

Ways to digitalize
business and start
selling ONLINE



E-COMMERCE

Introduction of
e-commerce
platforms and
how to utilize it



EMOTIONAL WELLBEING MODULE

To nurture
emotionally resilient
entrepreneurs

TIMELINE

2023

14 May-15 June

Recruitment &
Interview

18 June

Workshop 1

19 June

Workshop 2 &
Opening of participants' business account

20 June

Workshop 3

21 June

Workshop 4 &
Mock Pitching

22 June

Elevator Pitching &
Closing Ceremony

PARTICIPANT REPORT

31



Participants Selected



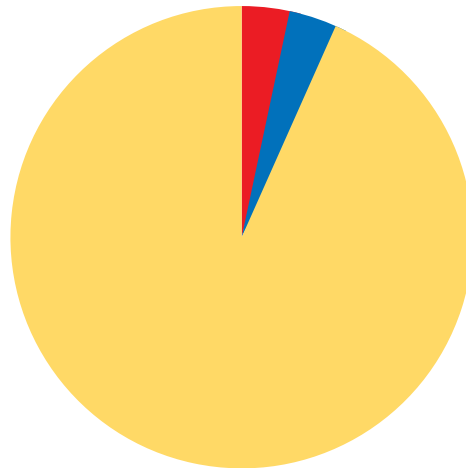
STATE



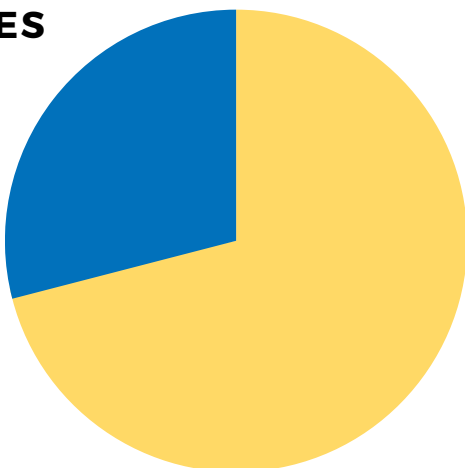
**P.PINANG
1 PAX**

**PERLIS
1 PAX**

**KEDAH
29 PAX**

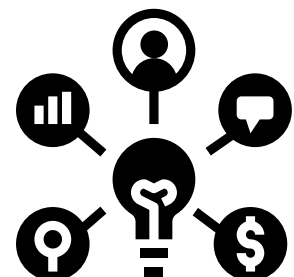


**SERVICES
9 PAX**



**PRODUCT
22 PAX**

INDUSTRY



WORKSHOP 1 IMPACT



18 JUNE 2023
9.00 am - 12.30 pm



Digital Platform
(MESINKIRA)

Participants:

28/31

LEARNINGS



100% mentioned they have learned something new

USAGE OF MESINKIRA APP

Saya tahu dengan pasti rekod stok dan kewangan saya serta untung rugi bisnes saya dengan MesinKira

4%

Before



WORKSHOP 2 IMPACT



19 JUNE 2023
9.00 am - 12.30 pm



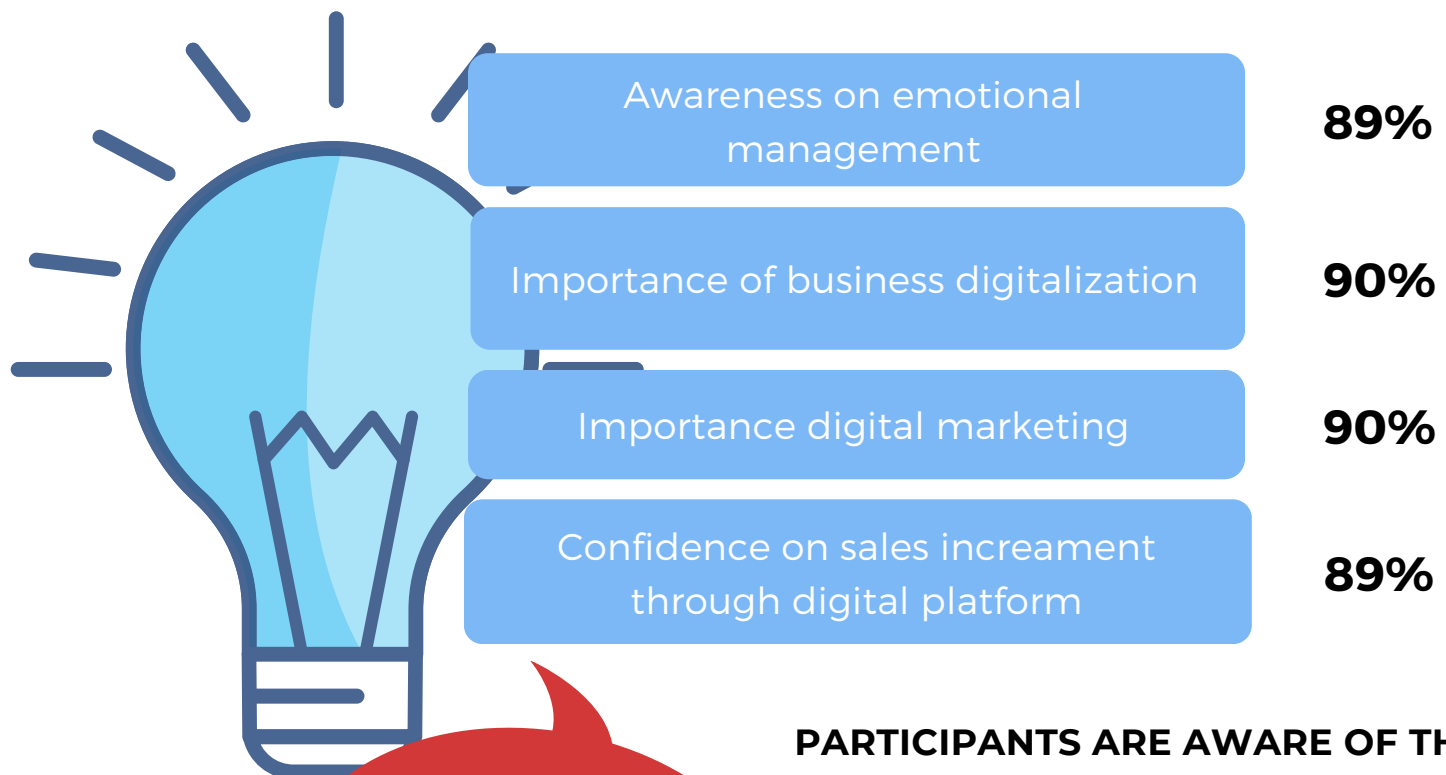
Emotional Well-Being
Social Media & ONPAY



Participants:

25/28

LEARNINGS



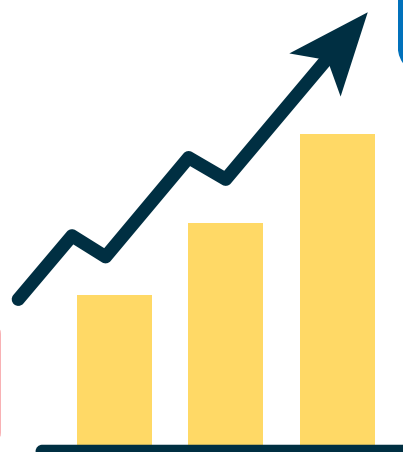
100% mentioned they have learned something new

PARTICIPANTS ARE AWARE OF THE IMPORTANCE OF STRESS MANAGEMENT FOR ENTREPRENEURS

Sistem agent dalam OnPay sangat membantu dalam melonjakkan perniagaan saya

65%

Before



After

93%

WORKSHOP 3 IMPACT



20 JUNE 2023
9.00 am - 12.30 pm

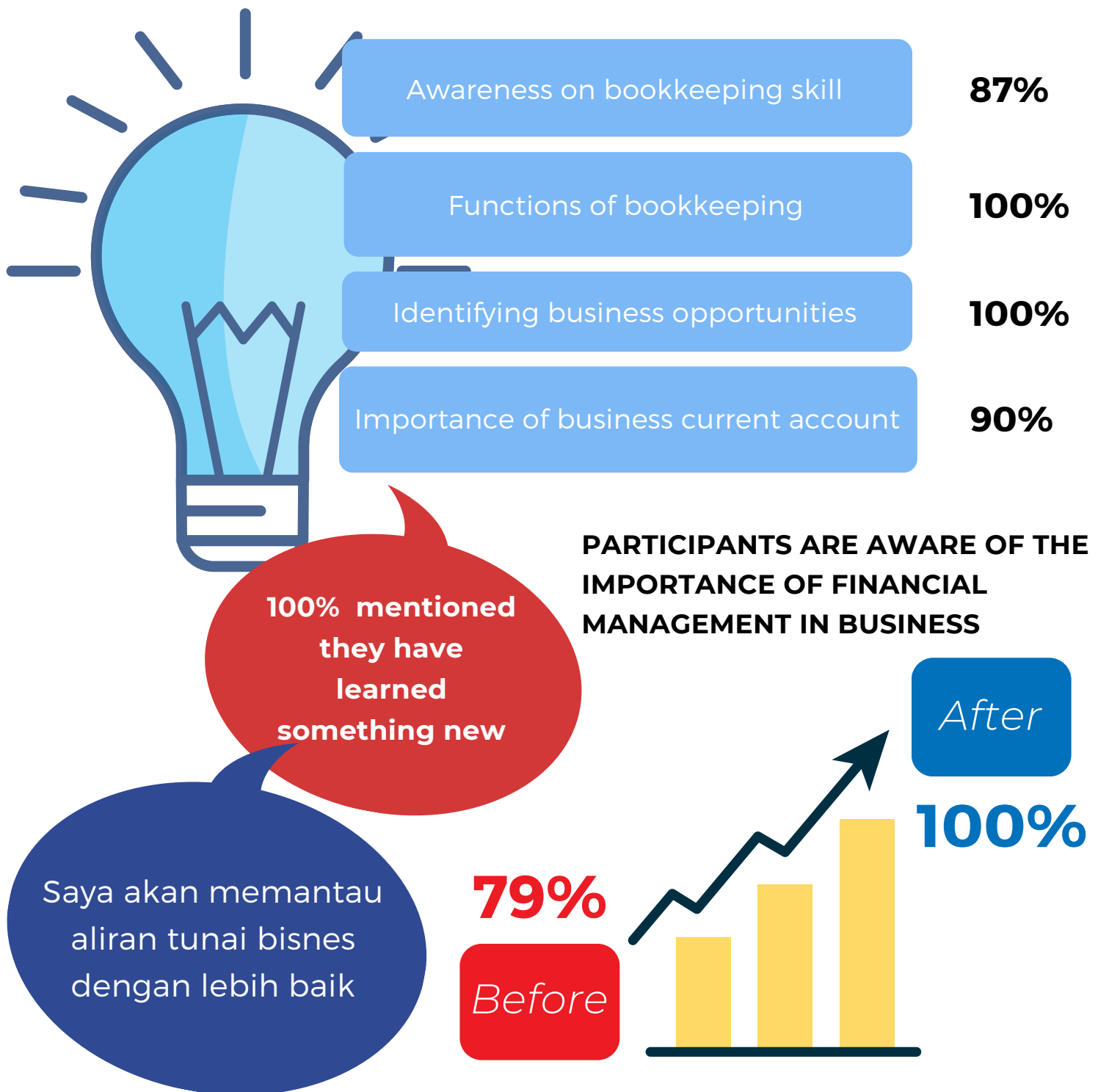


Financial Management
SME Strategies

Participants:

23/28

LEARNINGS



WORKSHOP 4 IMPACT



21 JUNE 2023
9.00 am - 12.30 pm



Financial Made Easy
Mock Pitching



Participants:

21/28

LEARNINGS



OVERALL FEEDBACK

In general, this program achieved our overall agreed objective

- 1) To equip and grow 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

- ▶ An exemption letter to open the BizCA Account at a lower rate of RM250 was given , and PIC (Emma) is very helpful in handling issues raised so the whole process is smooth for the participants

DURING EVENT & FACILITATION SESSION

- ▶ Participants enjoyed the physical 9AM to 1PM bootcamp classes as it is accommodating to their business
- ▶ UniSHAMS permitted participants to bring their products for display and sell at a specified area during the class
- ▶ Facilitators from UniSHAMS were helpful throughout the bootcamp, gave full commitment and assist the participants
- ▶ Participants were eager in preparation for the elevator pitching competition with the help of facilitators and the rented laptops provided
- ▶ Presence of CIMB booth and PIC to brief on the current account briefing and opening throughout the bootcamp
- ▶ High rate of dropout as it is open to a vast northern region. suggestion to do a physical roadshow prior to promote the program

OVERALL FEEDBACK

POST EVENT & MONITORING PHASE

- ▶ The participants are eager to commit to future programs that will be held in Northern Region and even suggested few places
- ▶ The participants are eager to commit to monitoring phase as there are rewards awaiting for them
- ▶ However, less participation from participants was seen during the monitoring phase due to several reasons:
 1. Short premium subscription of only one month for EasyStore, so there's a constraint on time and money to fully utilize the tool. Furthermore, EasyStore utilisation was not taught as part of the program structure.
 2. Lack of support from the PIC for technical issues and troubleshooting.
 3. Technology constraints as some participants do not have a proper device to utilize the digitalisation tools provided.
 4. Compatibility with only Android devices for MesinKira.

WINNERS LIST (ELEVATOR PITCH)



MOHD IZUWAN BIN
ZAINI
*BELISHA CREATIVE
RESOURCES*



LATIFF BIN ALI
SEPURO ENTERPRISE



SITI NOOR AISHAH BINTI
SALEH
*EISYA MATRIX
RESOURCES*



NAZIROH BINTI
MOHAMAD ALI
NAZIROH AZIE EMPIRE



MOHAMED YUSUFF BIN
S.SYED AHAMID
*MYSA EXCELLENT
RESOURCES*

WINNERS LIST (MONITORING PHASE)



MOHD IZUWAN BIN ZAINI
*BELISHA CREATIVE
RESOURCES*



MOHAMED YUSUFF BIN
S.SYED AHAMED
*MYSA EXCELLENCE
RESOURCES*



DEANIALI ASYRRAF BIN
ROSLI
CEDOQQ ENTERPRISE

PARTICIPANT LIST

AHMAD SAFWAN BIN MOHD AZAM



SAFF ONE LAUNDRY SERVICES



+60129973027



SERVICE - DOBI

AHMAD SHAHIR BIN SAAD



SAAD DAN HALIJAH INTERPRISE



+60132125026



PRODUCT - F&B

ALIY SYAZANA ABDULLAH



ALIY_SHAA HQ ENTREPRISE



+60184620842



PRODUCT & SERVICE - CATERING

ASMA BINTI AHAMAD



SUSU D'COLZ



+60192361623



PRODUCT - F&B

CHE NOOR ASRIYAH AHMAD



NA



+60164263847



PRODUCT - F&B

CHEONG SUK CHING



RICH TITAN VENTURES



+60164871856



PRODUCT - PRELOVED

PARTICIPANT LIST

FOUZIAH BINTI MAT ROS



OGY FLOWER CHOCOLATE & GIFT HOUSE



+60164756590



SERVICE - GOODIES

FUTRUNNADA BINTI HASBULLAH



NADA RIZKY ENTERPRISE



+60195834938



PRODUCT - F&B

HASHIMAH BINTI ARIFFIN



SHIMAH GEMILANG ENTERPRISE



+60194416120



PRODUCT - F&B

JUNAIDAH BINTI ABDULLAH



AQUARICH VENTURE



+60134080500



SERVICE - CONSULTANT

LATIFF BIN ALI



SEPURO ENTERPRISE



+60199210789



PRODUCT - F&B

MOHD MUS'AB BIN ABDUL HABIB



HANAN PERFECT ENTERPRISE



+60162236769



SERVICE - INSURANCE

PARTICIPANT LIST

MOHD SHAIFUL ASWADI B ZAINI



NA



+60139029493



PRODUCT - F&B

MUHAMMAD NAUFAL BIN MOHD NAZIR



NA



+601136306064



PRODUCT - DETERGENT

NOOR FHAIZAH BINTI WAHAB



SUSU D'COLZ



+60174542556



PRODUCT - F&B

NOOR ZEEDA BINTI ABD AZIZ



RAHSIA ALAM UTARA ENTERPRISE



+60192898818



PRODUCT - HERBS

NORIDAH MOHD HUSHIM



NMH YAKIN ADIL ENTERPRISE



+601155848095



SERVICE - GOODIES

NURUL WAHIDA BINTI ZAINI



NURUL WAHIDA BINTI ZAINI



+601111495078



PRODUCT - F&B

PARTICIPANT LIST

ROSDIYANA BINTI SHAFIE



ROSDIYANA BINTI SHAFIE



+601121407941



PRODUCT - F&B

AZLIANA BINTI AZIF



NEAROSE DESIGN & TAILORING



+60195557225



SERVICE - TAILORING

DEANIALI ASYRRAF BIN ROSLI



CEDOQQ ENTERPRISE



+60195093949



PRODUCT - F&B

MOHAMED YUSUFF BIN S.SYED AHAMED



MYSA EXCELLENCE RESOURCES



+601128926607



SERVICE - DESIGN & PRINTING

MOHD IZUWAN BIN ZAINI



BELISHA CREATIVE RESOURCES



+60182358556



SERVICE - TRADITIONAL HEALTH

MUHAMAD FIRDAUS BIN MUSA



AM IMAN TEGUH ENT



+60195519057



PRODUCT - F&B

PARTICIPANT LIST

MUHAMMAD A'RFI BIN OSMAN



MAO MILLENNIUM ENTERPRISE



+601137514103



PRODUCT - F&B

NAZIROH BINTI MOHAMAD ALI



NAZIROH AZIE EMPIRE



60174034879



PRODUCT - F&B

NOOR SHAKILAWATI BINTI MD NOH



AI SYAHS FOODIES GLOBAL



+60167125730



PRODUCT - F&B

NORMA BINTI SHUIB



REZEKI MIDRORO EMPIRE



+60195746561



PRODUCT - F&B

NUR ADIBAH BINTI MOHD NOOR



NUR ADIBAH BINTI MOHD NOOR



+60138400418



PRODUCT - F&B

SITI NOOR AISHAH BT SALEH



EISYA MATRIX RESOURCES



+60123384643



PRODUCT - F&B

PARTICIPANT LIST

SALINA BINTI MOHD NOOR



SYARMIMI LIYANA ENTERPRISE



+60168585427



SERVICES - HEALTH & BEAUTY

CHEERS TO BUILDING MORE GRASSROOTS ENTREPRENEURS



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



[www.instagram/taylorscommunity/](https://www.instagram.com/taylorscommunity/)



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



<https://www.youtube.com/channel/@taylorscommunity1687>



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