

MicroBiz Ready (Central 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 Central 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

7 - 21 February

Recruitment

2 March

Opening of participants'
business account

7 March

Workshop 1

8 March

Workshop 2

9 March

Workshop 3

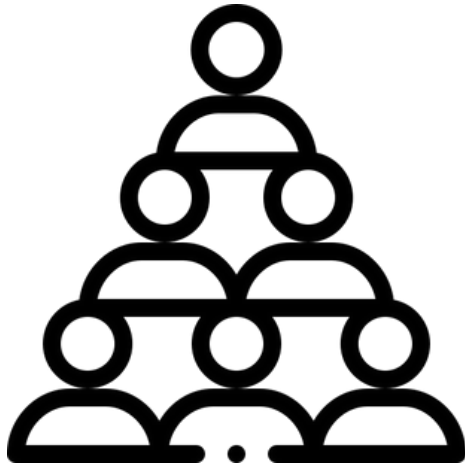
10 March

Workshop 4 &
Mock Pitching

11 March

Elevator Pitching &
Closing Ceremony

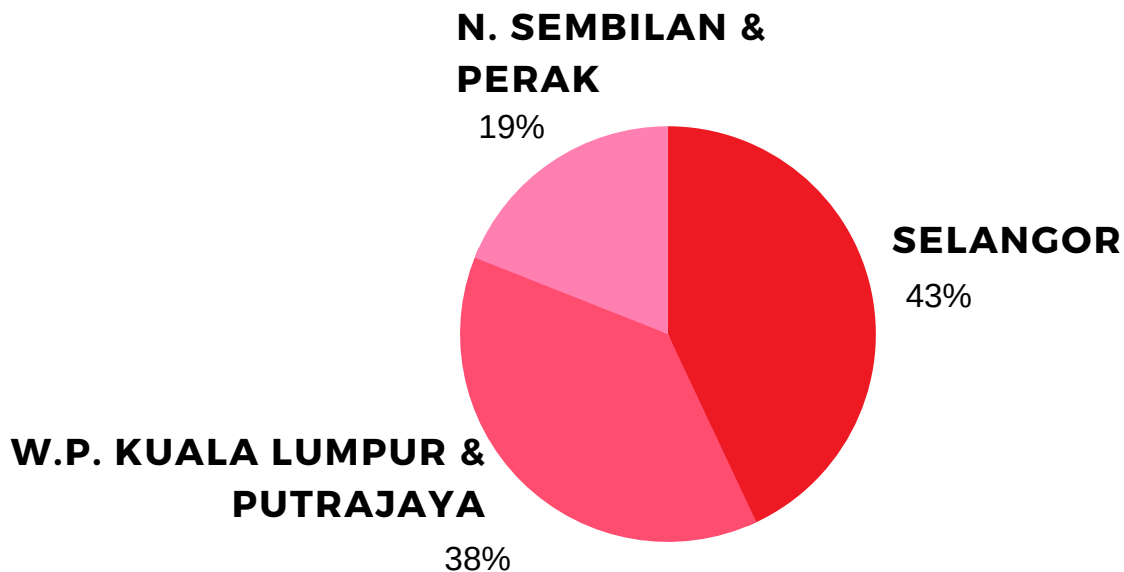
PARTICIPANT REPORT



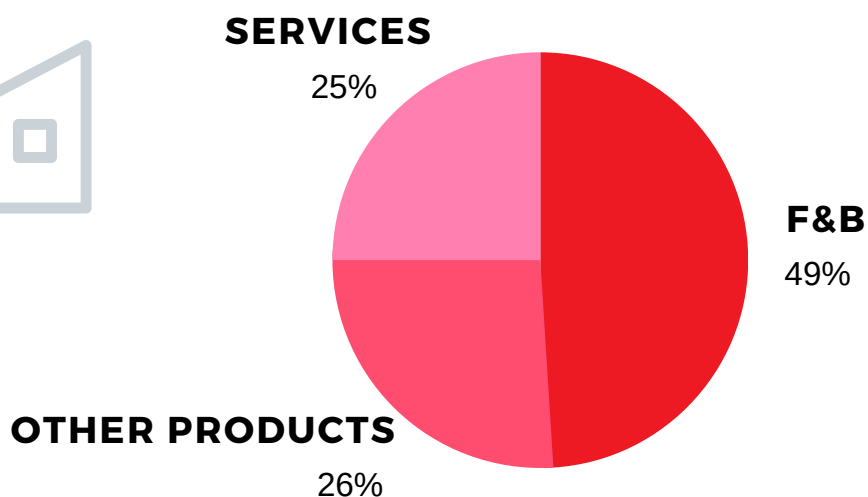
53 

Participants Selected

STATE



INDUSTRY



WORKSHOP 1 IMPACT

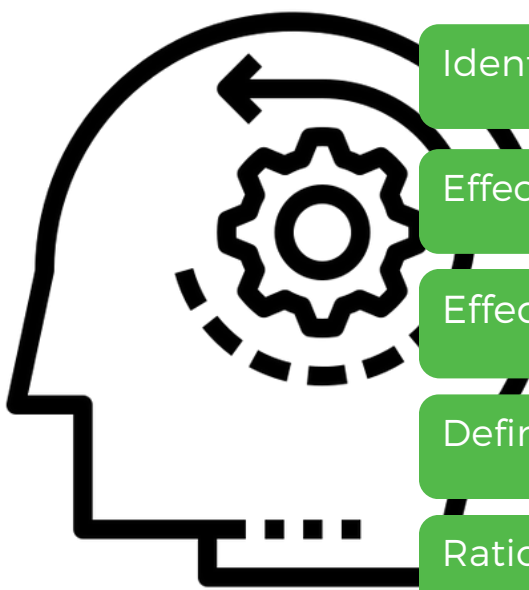


7th March 2023
8.30 am - 12.30 pm



Emotional
Wellbeing Module

LEARNINGS



Identifying signs of stress

78%

Effective stress management

78%

Effects of not handling stress

78%

Definition of stress

65%

Rational thinking

100%

100% expressed
positive
emotions after
the class

Before

After

Awareness of stress
management

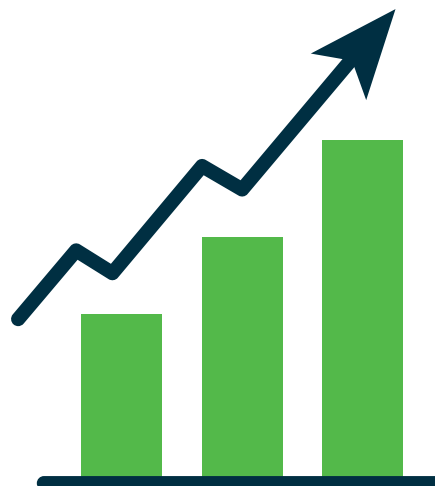
62%

91%

Awareness on importance
of stress management as
entrepreneurs

69%

91%



WORKSHOP 1 IMPACT

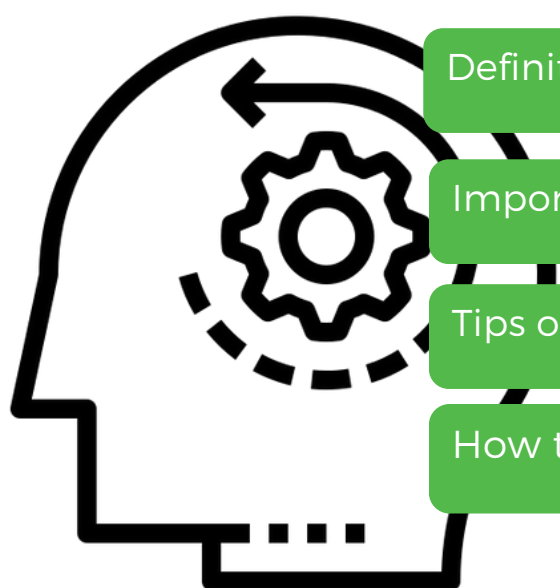


7th March 2023
8.30 am - 12.30 pm



Elevator Pitching
Module

LEARNINGS



Definition of elevator pitching

83%

Importance of elevator pitching

88%

Tips on elevator pitching

93%

How to apply the tips

85%

100% helped
improve their
confidence as
entrepreneurs

Before

After

Awareness on elevator
pitching

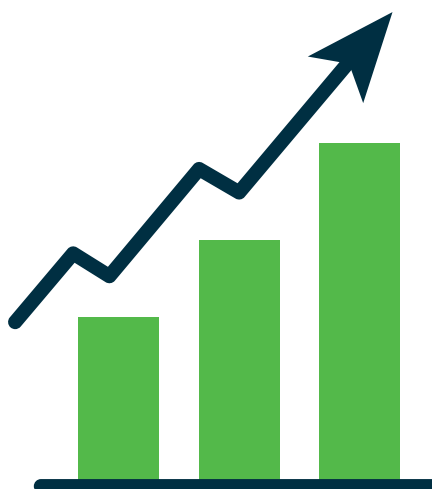
46%

89%

Awareness on importance
of elevator pitching as
entrepreneurs

55%

87%



WORKSHOP 2 IMPACT

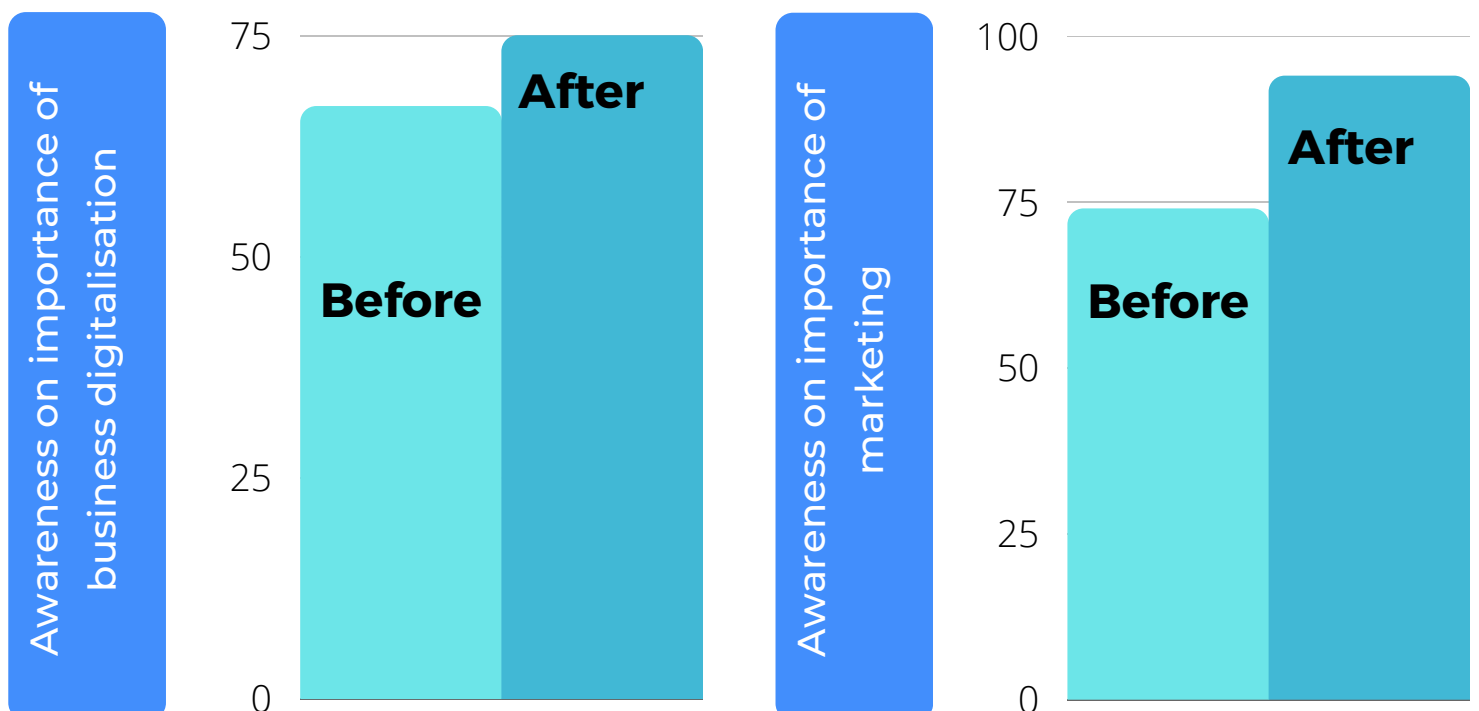


8th March 2023
9.00 am - 12.30 pm



Business
Digitalization
Tools

LEARNINGS



WORKSHOP 3 IMPACT

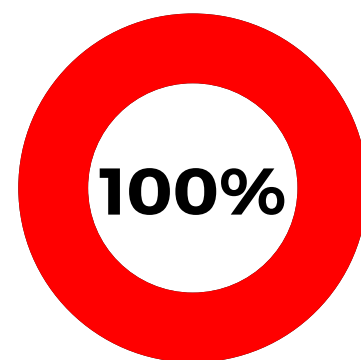
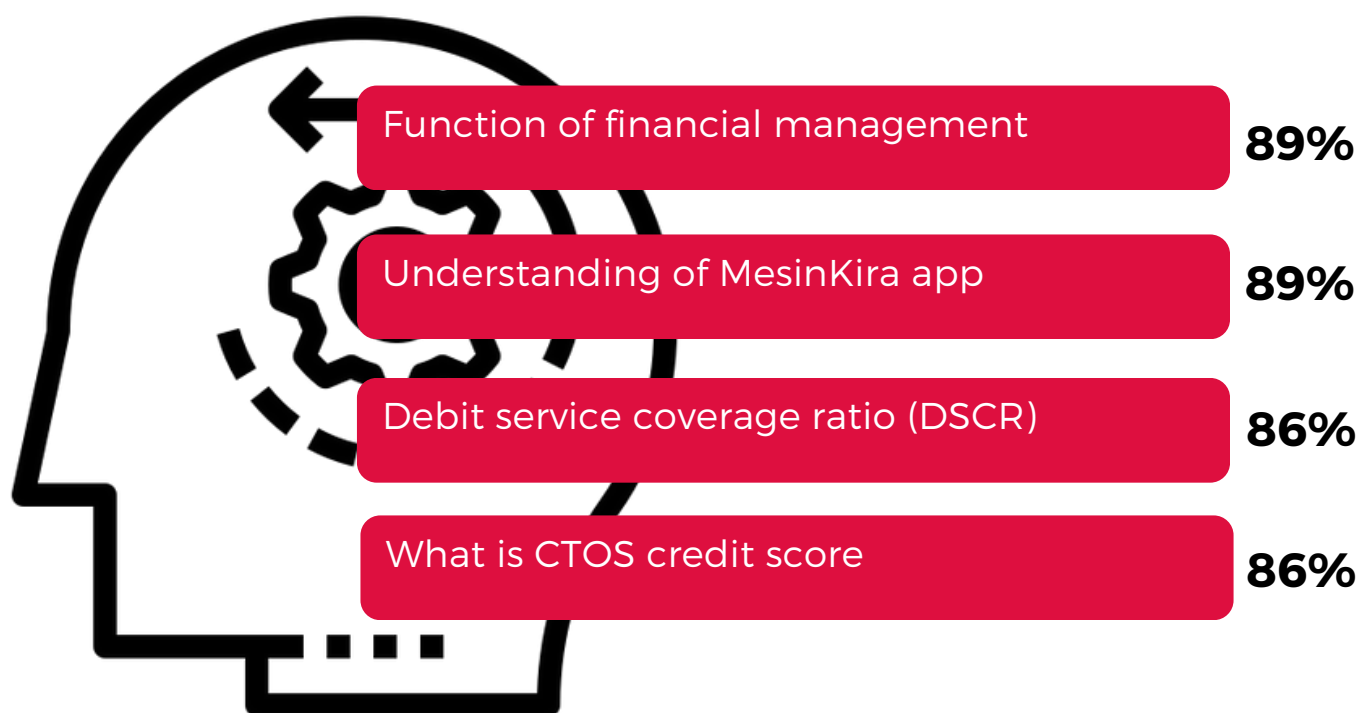


9th March 2023
9.00 am - 12.30 pm



Basic Accounting
for SMEs
SME Financing

LEARNINGS



Number of participants
who learned something
new during the class

WORKSHOP 4 IMPACT

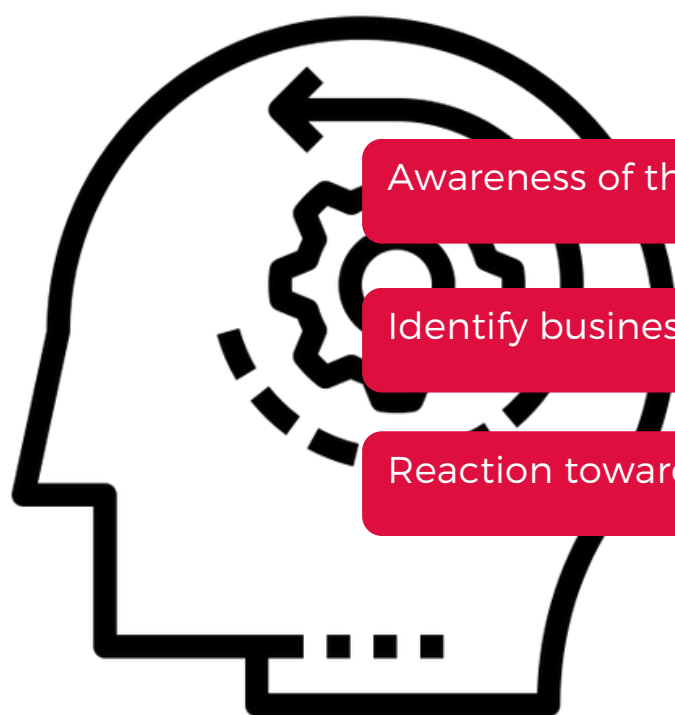


10th March 2023
9.00 am - 12.30 pm



SMEs Business
Strategy
Mock Pitching

LEARNINGS



Awareness of their business situation

89%

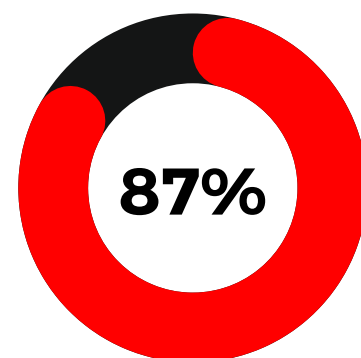
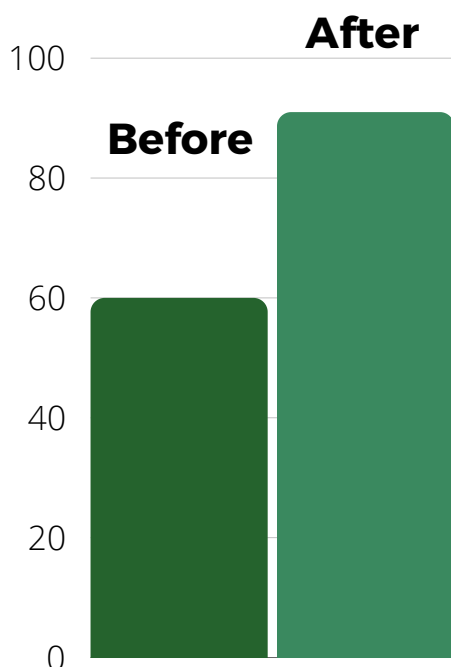
Identify business opportunities

89%

Reaction towards opportunities

86%

Awareness on importance of
SME business strategies



Number of participants
ready to pitch their
business

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 a week before the classes start, 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
- ▶ Participants requested to have more practical sessions on Business Digitalization Tools Workshop (OnPay, EasyStore and MesinKira) and more sessions on how they will be able to plan and utilize these platforms as an added value to their business. To rearrange modules and timing arrangement for next bootcamp, possibly to have e-commerce modules on first day or extend hands-on training time
- ▶ Having facilitators throughout the bootcamp help in terms of team spirit, commitment and networking among participants
- ▶ One slide for participants to showcase their business. Due to a lack of information for judges regarding their business. They suggest having one slide of e-commerce platform link for their business profile.

OVERALL FEEDBACK

POST EVENT & MONITORING PHASE

- ▶ 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.
 - 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)



SOFIAH BINTI
YAHYAH
*JINJANG EXCELLENT
ENTERPRISE*



MARIA BT MD ARIS
*MAMAYAYA
ENTERPRISE*



NORLIANA BINTI
MD JUDA
FLYTURE LINK



NORIZAM BINTI
MOHD NOR
*NORIZ DE
FASHION*



NORAZUWATI BINTI
ZAKARIA
AZ EMPIRE TRADING

WINNERS LIST (MONITORING PHASE)



NORLIANA BINTI MD
JUDA
FLYTURE LINK



MARIA BT MD ARIS
*MAMAYAYA
ENTERPRISE*



NURUL NADIA DIANA
BINTI ADNAN
ATMA BANGKIT LEGACY

PARTICIPANT LIST

ABDUL RAZIS BIN MD SALIM



AMNI FOOD INDUSTRIES SDN BHD



+60102881048



PRODUCT - F&B

ADLIAH BINTI MOHD JALAL@PERENGGNAN



ADLIAH BINTI MOHD JALAL@PERENGGNAN



+60102881048



PRODUCT - FASHION

ADSMAN BIN YAHYAH



ADSMANGROUP EXCELLENT ENTERPRISE



+60105431092



PRODUCT & SERVICE - CATERING

ANAS BIN ABD JABBAR



HJ TECH ELECTRICAL & AIR CONDITIONER



+601116441405



SERVICE - AIRCOND

ANIQAHA BINTI ZAIYADI



EQ CREATIVE SOLUTION



+60182267966



SERVICE - GRAPHIC DESIGN

MARIA BINTI MD ARIS



MAMAYAYA ENTERPRISE



+60133990455



PRODUCT - F&B

PARTICIPANT LIST

MASIDAH BINTI ABU BAKAR



INSPIRASI INTAN ENTERPRISE



+60132789011



PRODUCT - F&B

MASNAWATI BINTI MASYUR



UMMU LUTFI ENTERPRISE



+60123134450



SERVICES - PRINTING

MAZLIANA BINTI TAJUDDIN



DHEENA CATERING ENTERPRISE



+601126109116



PRODUCT - F&B

MELLY MERISA BINTI DAFRIAL



MADUMEDINA ENTERPRISE



+60192034047



PRODUCT - F&B

MOHD HAZRI BIN AZLAN



HAZRI ENTERPRISE



+601969621241



PRODUCT - F&B

MOHD SHAZIMAN BIN MOHD ROSZALAN



SHAH EXPOSE ENTERPRISE



+60107748005



PRODUCT - F&B

PARTICIPANT LIST

MUHAMMAD IRFAN IZZUDDIN BIN ABDUL MUNIF



MANCIS RESOURCES



+60182794360



PRODUCT - F&B

NORAZUWATI BINTI ZAKARIA



AZ EMPIRE TRADING



+60126528676



PRODUCT - DETERGENT

NORHAIZAN BT MANSOR



HM SERI MEKAR NIAGA



+601110124757



PRODUCT & SERVICE - LOGISTIC /
PRODUCT / TRADING

NORHAYATI BINTI SAMSUDIN



RAISHA GROUPS SOLUTION



+601111171292



PRODUCT - F&B

NORIZAM BINTI MOHD NOR



NORIZ DE FASHION



+60166146605



SERVICE - TAILORING

NORLIANA BINTI MD JUDA



FLYTURE LINK



+601133870477



PRODUCT - F&B

PARTICIPANT LIST

NORMINAH SYAFRIAL



IDASYAF SDN BHD



+60122183413



PRODUCT - F&B

NUR SAFIAH BT SHAHREL



NUR SAFIAH BT SHAHREL



+601115331050



PRODUCT & SERVICE -
PERFUME MAKING & SELLING

NURAZLYZAWATY BT ABDUL KADIR



KLZ DESIGN STUDIO



+60199881260



SERVICE -INTERIOR DESIGN & BUILT

NURSHAQILA AMALINA BINTI MASURI



TITCHY TREATS ENTERPRISE



+60165693478



PRODUCT - F&B

NURUL NADIA DIANA BINTI ADNAN



ATMA BANGKIT LEGACY



+601116985518



PRODUCT & SERVICE - F&B &
PLUMBING SERVICE

RABUNAH BINTI AWANG



AZRA CONSULTANCY TRAINING SERVICES & SUPPLIES



+60146486769



SERVICE - MASSAGE

PARTICIPANT LIST

RASYIDAH BINTI BAHRIM



RASYIDAH RIZQ RESOURCES



+60173337334



PRODUCT - FASHION

ROHANA MOHAMED NOOR



SARA RIHANA ENTERPRISE



60193735513



PRODUCT - F&B

ROS SYAKIMAH BINTI AHMAD HUSAINI



MEKARCARE GLOBAL



+60197902610



SERVICES - MOBILE SPA

ROSYITA BINTI ABDUL RAHIM



AZIE RAHIM ENTERPRISE



+60129607729



PRODUCT & SERVICES - CATERING

SITI HAJAR BINTI YON



WAN CHOM FOOD INDUSTRY



+60199569533



PRODUCT - F&B

SITI ZAKIAH@ITA BINTI HJ AMIRUDDIN



ITA SOLO KITCHEN



+60162249518



PRODUCT - F&B

PARTICIPANT LIST

SITTI AYSAH BINTI DAMRAN



AYSAH MOBILE SPA



+60146522612



SERVICES - HEALTH & BEAUTY

SOFIAH BINTI YAHYAH



JINJANG EXCELLENT ENTERPRISE



+60173413719



PRODUCT - F&B

SUZANA BINTI LATIF



MY SUE ENTERPRISE



+60176014277



SERVICE - TAILORING

TUAN SYED MAHADHIR BIN SYED YAHAYA



AM INTEGRATED RESOURCES



+60182521338



PRODUCT - F&B

WAN SITI AMINAH BT OMAR



WSALEGEND ENTERPRISE



+601159299081



PRODUCT - F&B

ZAFIRIZAN BINTI JAMALUDDIN



ZAFIRIZAN GLOBAL ENTERPRISE



+601111901382



PRODUCT - F&B

PARTICIPANT LIST

ZALINA ZULKAPLI



UMOODA NUTRISCIENCE RESOURCES



+60193431573



PRODUCT - F&B

ZARINA BINTI ABD HAMID



DINAZ MAJU GEMILANG RESOURCE



+60177287657



SERVICE - MASSAGE & SPA

ZURAIDAH BINTI SAID



ZURAIDAH SAID CREATION



+601164349115



SERVICE - TAILORING

CHEERS TO BUILDING MORE GRASSROOTS ENTREPRENEURS



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



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