



Taylor's Education Group



TAYLOR'S COMMUNITY
Inspiring and Impacting The Community

MicroBiz Ready

(PPR BUKIT JALIL)

CIMB X TAYLOR'S
EDUCATION GROUP

**IMPACT REPORT
2025**

An Entrepreneurship Programme for The Community

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INTRODUCTION

MicroBiz Ready is a collaborative entrepreneurship initiative by CIMB Foundation and Taylor's Education Group, aimed at empowering micro and nano-entrepreneurs in Peninsular Malaysia. Through a hands-on programme, it focuses on enhancing skills and guiding small businesses to transition into Sendirian Berhad (Sdn. Bhd) entities.

THE OBJECTIVE

To equip and grow entrepreneurs from different backgrounds living in PPR (Program Perumahan Rakyat) communities in Pinggiran Bukit Jalil – including B40, *Asnaf, single mothers, and **PWD – with the necessary skills, knowledge, and exposure to transform and strengthen their businesses, including pathways towards registering as a Sendirian Berhad (Sdn Bhd).

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

**PWD: People with Disabilities

PROGRAMME OVERVIEW



ENTREPRENEURSHIP MODULES

Business financing & financial literacy

EXPOSURE TO PRIVATE LIMITED

Transforming business from enterprise to private limited

EMOTIONAL WELLBEING MODULE

To nurture emotionally resilient entrepreneurs

TIMELINE

2025

18 June

Recruitment

29 November

Launching Ceremony & Workshop 1

2 December

Elevator Pitching & Closing Ceremony

1 December

Workshop 3 & Mock Pitching

30 November

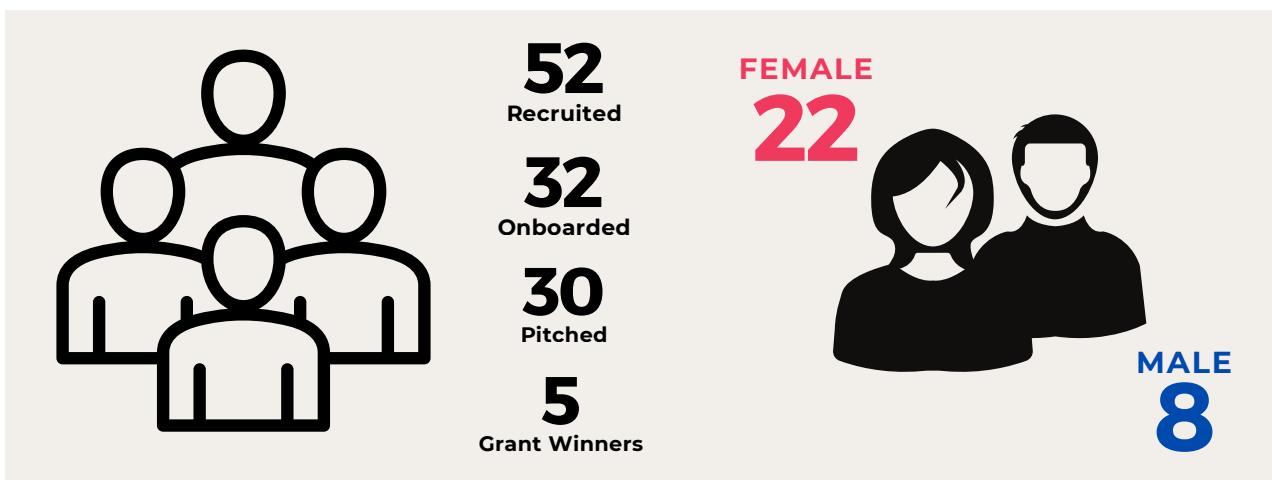
Workshop 2

2026

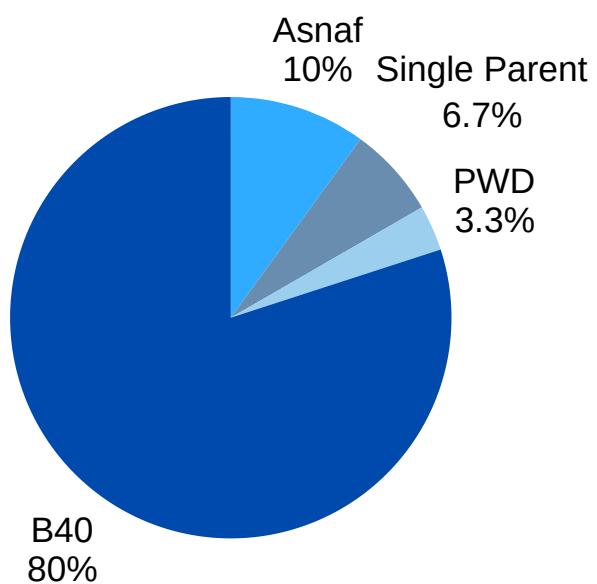
January - December

12 Months Monitoring

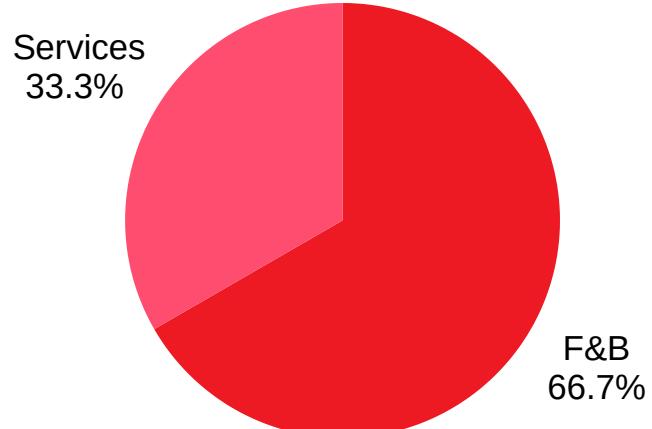
PARTICIPANTS REPORT



BACKGROUND



INDUSTRY



WORKSHOP 1 IMPACT



29th Nov 2025



9.00 am - 3.00 pm



Taylor's
Lakeside
Campus



Participants:
30/30

Module: SSM (Suruhanjaya Syarikat Malaysia) as Guidance

Trainer:

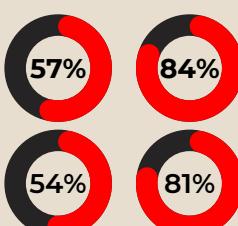


Syafiq
Hairom

Measurement:

Knowledge
Confidence

Before After



83%

stated that
it was their
first
exposure to
this module

91%

were satisfied
with the
trainer

79%

reported being ready to convert
their business into a Sdn Bhd
after the class

Module: Elevator Pitching

Trainer:

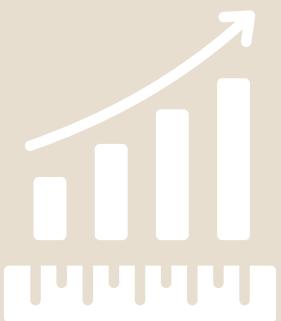
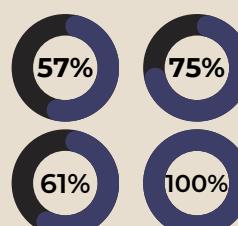


Azrin
Azami

Measurement:

Confidence
Readiness

Before After



93%

were satisfied
with the
trainer

100%

agreed this module helped them to
prepare their elevator pitch better

WORKSHOP 2 IMPACT



30th Nov 2025



9.00 am - 1.00 pm



Taylor's
Lakeside
Campus



Participants:
30/30

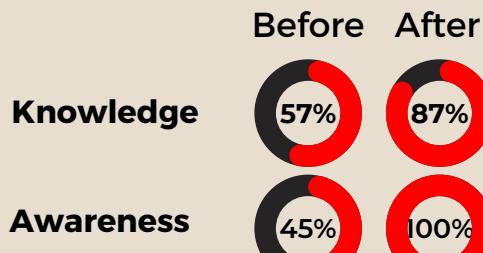
Module: Touch N' Go for Business

Trainer:



Afiq

Measurement:



100%

stated that
it was their
first
exposure to
this module

95%
were satisfied
with the
trainer

100%

were now aware of the importance of
Touch 'n Go for their business

Module: Emotional Well-Being

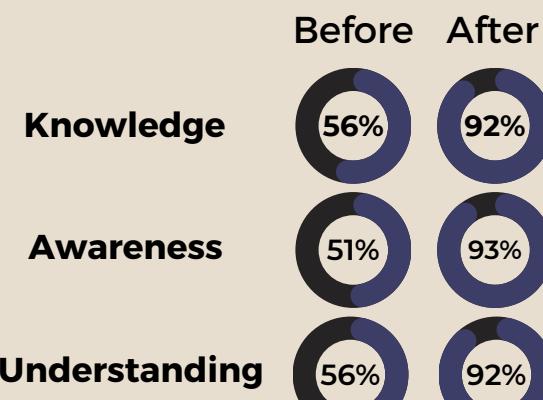
Trainer:



Kamarul
Annuar

94%
were
satisfied with
the trainer

Measurement:



100%

agreed that
emotional
wellbeing is
important in
developing
and
sustaining
their
business

WORKSHOP 2 IMPACT



30th Nov 2025



9.00 am - 1.00 pm



Taylor's
Lakeside
Campus



Participants:
30/30

Module: Financing Made Easy with CIMB

Trainer:



Ammie
Nursafura

Measurement:

Before After

Knowledge



Awareness on
Financing Tips



90%

stated that
it was their
first
exposure to
this module

93%
were satisfied
with the
trainer

97%
acknowledged the importance of financing
and banking for their business



WORKSHOP 3 IMPACT



1st Dec 2025



9.00 am - 1.00 pm



Taylor's
Lakeside
Campus



Participants:
30/30

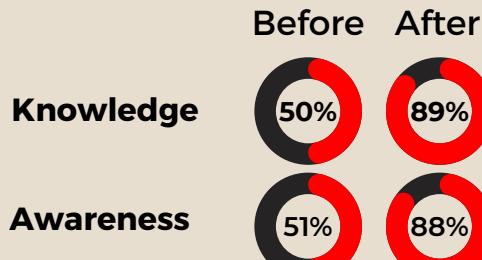
Module: Financial Management (MesinKira)

Trainer:



Herwan
Niza

Measurement:



100%

stated that it
was their first
exposure to
this module

89%
were satisfied
with the
trainer

88%

reported a better understanding of financial
management after attending the class

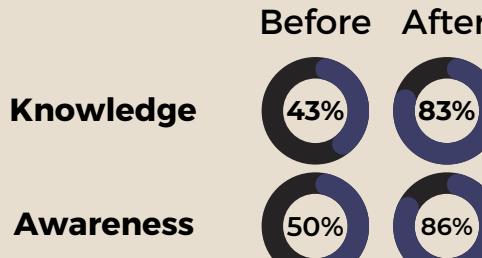
Module: Incorporation of Public Limited Company (PLC)

Trainer:



Azrin
Azami

Measurement:



89%

stated that it
was their
first
exposure to
this module

94%
were satisfied
with the
trainer

82%

reported a better understanding of PLC
incorporation after attending the class

WORKSHOP 3 IMPACT



1st Dec 2025



9.00 am - 1.00 pm



Taylor's
Lakeside
Campus



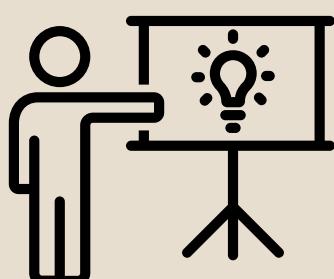
Participants:
30/30

Module: Mock Pitching



100%

of the participants
stated that the pre-
presentation session
helped in preparing a
more complete and
clear elevator pitch



96%

stated that they
were satisfied
with the flow of
the programme

Measurement:



Before



Readiness

After



Before



Confidence

After



OVERALL PROGRAMME IMPACT

97%

participants agreed this education phase helped them to grow their businesses.



After 4-days of bootcamp, 100% of participants would want to promote this programme to their friends.



96%
reported being satisfied with the overall programme.

100%

of participants agreed that this programme could benefit other entrepreneurs.

85%

stated that this programme helped them grow personally in terms of self-confidence, presentation, and financial skills.

“ I gained a lot of new knowledge that is extremely beneficial and invaluable. Things I didn’t know or understand before have now become clearer and more structured. All the modules were rich, solid, complete, and easy to understand. Throughout the programme, we were well managed and treated kindly. Everything was excellent. Thank you.”

-Norizalizah, Participant, MBR Bukit Jalil 2025

“ I’m very satisfied with the programme. The modules were complete and easy to understand, and I’m glad to have met many fellow entrepreneurs. The facilitators were knowledgeable, and the team organised everything smoothly and with great care. Thank you to Taylor’s, CIMB, SSM, TNG, MesinKira and the judges for making CIMB MicroBiz Ready a success! ”

-Aidah, Participant, MBR Bukit Jalil 2025

OVERALL FEEDBACKS



Programme Overview:

Overall, this programme **successfully** achieved our primary objectives:

Empowered participants with essential skills and knowledge, such as financial management and bookkeeping, necessary for business growth.

Facilitated access to financing opportunities to further their business endeavors.

Raised awareness among small enterprises about the steps needed to transition into a private limited company (Sdn. Bhd.).

- Recruitment relied too heavily on physical outreach, limiting reach and increasing follow-up workload.
- Improve by using a hybrid approach—keep on-ground efforts while strengthening digital channels (e.g., WhatsApp/partner groups, QR registration poster and social media).



- Judges briefing document was shared too close to the judging day, which limits preparation time and increases last-minute clarifications.
- Improve by delivering at least 5 days earlier to support smoother judging and clearer alignment on the rubric and flow.



- Psychometric screening was done via phone calls, resulting in low engagement.
- Improve by embedding the psychometric items into the registration Google Form (or auto-triggering a linked form after registration) to boost completion and standardize data collection.

Pre-Event Insights



OVERALL FEEDBACKS

Post-Event (Education Phase)



- Class sessions are currently limited in duration, and participants/stakeholders felt the time was not enough for deeper learning and Q&A.
- For future cycles, each session can be extended beyond 1 hour (or split into Part 1 + Part 2) to improve understanding and engagement.



- The current module lineup covers core topics, but participants indicated a need for more practical, locally relevant content.
- For future improvement, additional modules such as LHDN and Zakat can be included to strengthen business compliance and financial readiness.



- Participant arrival and retention are affected by personal and family commitments, leading to late arrivals and dropouts.
- Future improvements include a later start time or buffer period, and a simple check-in confirmation system to reduce disruptions.



CIMB
FOUNDATION

WINNERS LIST (ELEVATOR PITCHING)



NOOR SITI HAJAR BINTI HASSAN
SHFAMILY ENTERPRISE



NUURUL FARAHAIN BINTI AHMAD FUZILAH
AA VANILLA MANIS ENTERPRISE



NUR AZIHANI BINTI NOOR AZIZAN
A&J LEGEND ENTERPRISE



NUR MARIANA BINTI ASMAULAH
D'KITCHEN HOUSE



NURANIS BINTI MOHAMAD SANI
INK & IDEAS STUDIO

PARTICIPANTS LIST

AHMAD NIZAM BIN AHMAD SUNGIP



AHMAD NIZAM ENT



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PRODUCT - F&B

AIDAH BINTI ISMAIL



R MIRDA GLOBAL ENTERPRISE



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PRODUCT - F&B

ANWAR BIN SHAPIAAI



ANWAR BIN SHAPI'AI



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PRODUCT - F&B

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AZRAS GROOMING HOUSE



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SERVICE - BARBER

BENJAMIN SAMIN BIN MAHPIP



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SERVICE - TRAINING

HALIJAH BINTI HASSAN



IJA RESOURCES



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PRODUCT - F&B

PARTICIPANTS LIST

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SERVICE - CHILDREN DAYCARE

MASHITA BINTI HASHIM



ITA CREATION VENTURES



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SERVICE - FLORIST

MASNEITA BINTI MOHAMMAD



RIZQIANA EMPIRE



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PRODUCT - F&B

MOHD KHAIRUL AZAHAR BIN MOHD KHADRI



AZAM CREATIVE RESOURCES



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PRODUCT - F&B

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SERVICE - TELECOMMUNICATION

MUHAMMAD HANIF BIN SALEHUDDIN



JABAT



+601170208542



SERVICE - WELLNESS

PARTICIPANTS LIST

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PRODUCT - F&B

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SERVICE - F&B VENDOR

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NORHIDAYAH



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PRODUCT - F&B

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HUDA KEREPEK PISANG



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PRODUCT - F&B

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AA VANILLA MANIS ENTERPRISE



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PRODUCT - F&B

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JR SATAY



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PRODUCT - F&B

ROSEDAH BINTI MAT JAHIT



RMJ CITY RESOURCES



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SERVICE - GIFTS

SALZELIN BINTI OSMAN



MN LEGION EMPIRE



+601163392003



SERVICE - ENTERTAINMENT

THILAGAVATHY PERIASAMY



T&T HOME KITCHEN



+60183646645



PRODUCT - F&B

CAPTURED MOMENTS



CHEERS TO BUILDING MORE GRASSROOTS ENTREPRENEURS



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



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



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