

# MicroBiz Ready (PPR BUKIT JALIL)

CIMB X TAYLOR'S  
EDUCATION GROUP

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**IMPACT REPORT  
2025**

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# INTRODUCTION

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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

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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

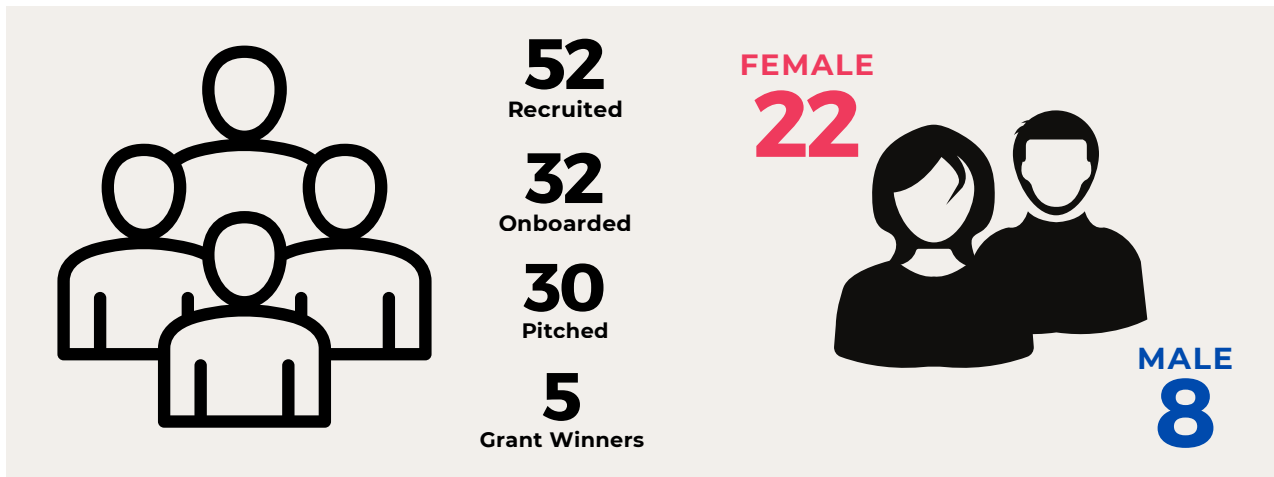
**2026**

**January - December**

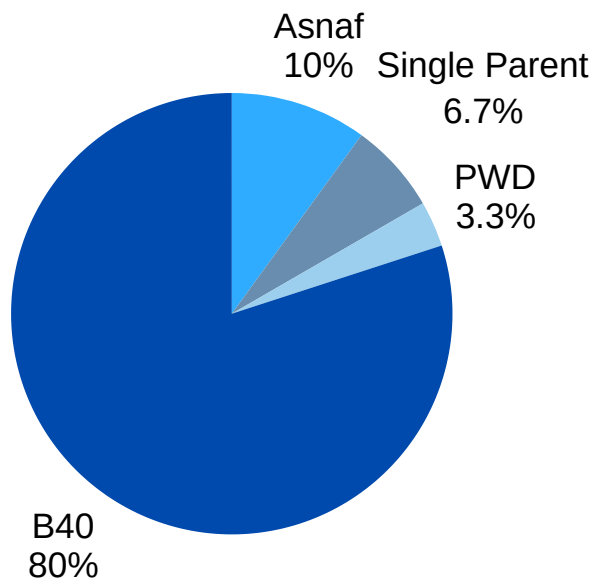
12 Months Monitoring



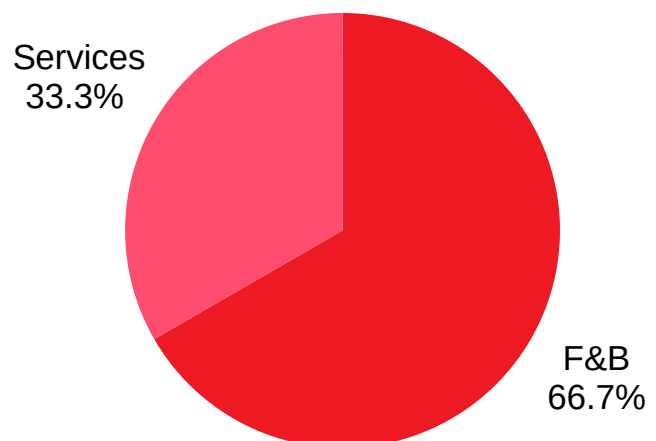
# PARTICIPANTS REPORT



## BACKGROUND



## INDUSTRY



# WORKSHOP 1 IMPACT



29th Nov 2025



9.00 am - 3.00 pm



Taylor's  
Lakeside  
Campus



Participants:  
30/30

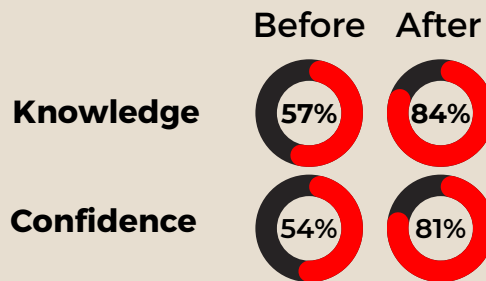
Module: **SSM (Suruhanjaya Syarikat Malaysia) as Guidance**

Trainer:



**Syafiq  
Hairom**

## Measurement:



**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

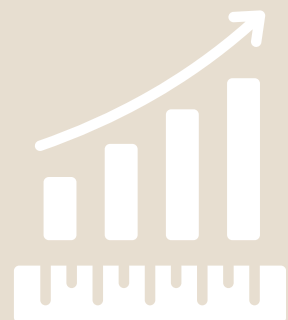
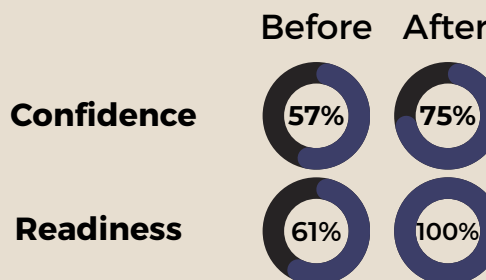
Module: **Elevator Pitching**

Trainer:



**Azrin  
Azami**

## Measurement:



**93%**

were satisfied  
with the  
trainer

**100%**

agreed this module helped them to  
prepare their elevator pitch better

# WORKSHOP 2 IMPACT

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30th Nov 2025



9.00 am - 1.00 pm



Taylor's  
Lakeside  
Campus



Participants:  
30/30

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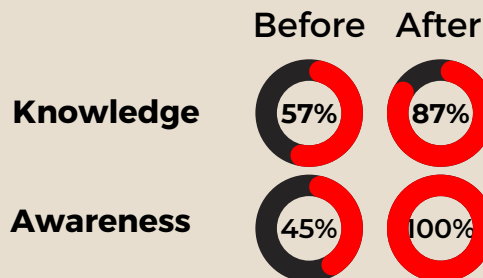
## Module: Touch N' Go for Business

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

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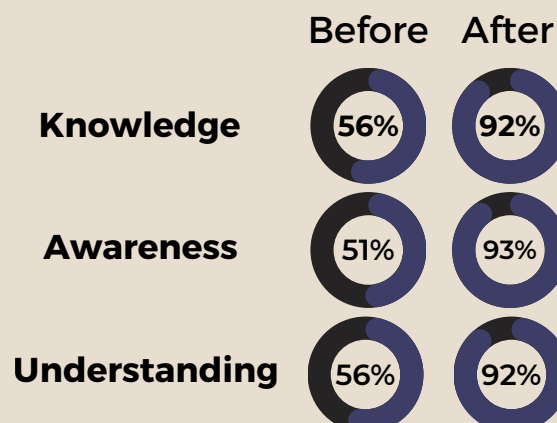
## Module: Emotional Well-Being

Trainer:



Kamarul  
Annur

### Measurement:



**100%**  
agreed that  
emotional  
wellbeing is  
important in  
developing  
and  
sustaining  
their  
business

**94%**  
were  
satisfied with  
the trainer

# WORKSHOP 2 IMPACT



30th Nov 2025



9.00 am - 1.00 pm



Taylor's  
Lakeside  
Campus



Participants:  
30/30

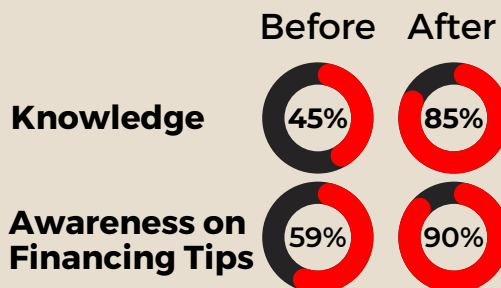
Module: **Financing Made Easy with CIMB**

Trainer:



**Ammie  
Nursafura**

## Measurement:



**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

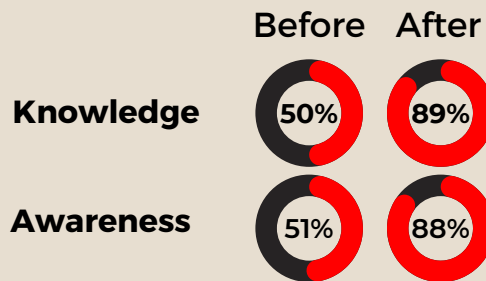
## Module: Financial Management (MesinKira)

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

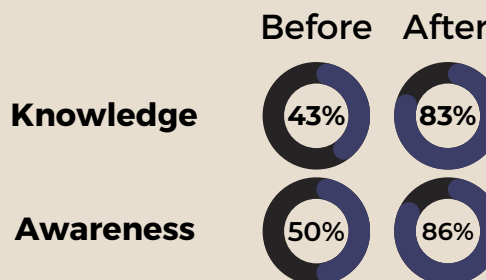
## Module: Incorporation of Public Limited Company (PLC)

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



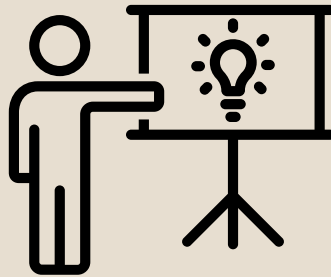
Participants:  
30/30

## Module: Mock Pitching



### 100%

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



### 96%

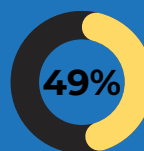
stated that they  
were satisfied  
with the flow of  
the programme

## Measurement:



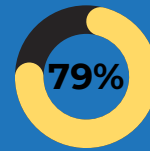
## Readiness

Before



49%

After



79%

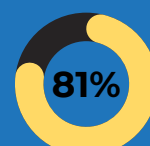
## Confidence

Before



51%

After



81%

# OVERALL PROGRAMME IMPACT

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**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

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## 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.



# WINNERS LIST (ELEVATOR PITCHING)

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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

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## AHMAD NIZAM BIN AHMAD SUNGIP



AHMAD NIZAM ENT



+60163607662



PRODUCT - F&B

## AIDAH BINTI ISMAIL



R MIRDA GLOBAL ENTERPRISE



+60172910451



PRODUCT - F&B

## ANWAR BIN SHAPIAAI



ANWAR BIN SHAPIA'AI



+601171292430



PRODUCT - F&B

## AZMARINA BINTI KAMAROOON



AZRAS GROOMING HOUSE



+601111305446



SERVICE - BARBER

## BENJAMIN SAMIN BIN MAHPIP



GREEN HAT TEAMBUILDING



+601162178717



SERVICE - TRAINING

## HALIJAH BINTI HASSAN



IJA RESOURCES



+60177591898



PRODUCT - F&B

# PARTICIPANTS LIST

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## INTAN SURAYA BINTI ALI



TASKA KHALIFAH CERIA



+60187683504



SERVICE - CHILDREN DAYCARE

## MASHITA BINTI HASHIM



ITA CREATION VENTURES



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SERVICE - FLORIST

## MASNEITA BINTI MOHAMMAD



RIZQIANA EMPIRE



+601136307663



PRODUCT - F&B

## MOHD KHAIRUL AZAHAR BIN MOHD KHADRI



AZAM CREATIVE RESOURCES



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PRODUCT - F&B

## MUHAMMAD FITRI BIN MOHAMAD MOKHTAR



AIFIT ENTERPRISE



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SERVICE - TELECOMMUNICATION

## MUHAMMAD HANIF BIN SALEHUDDIN



JABAT



+601170208542



SERVICE - WELLNESS

# PARTICIPANTS LIST

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## MUHAMMAD SHAH FITRI BIN AMRAN



SHAHZBUCKS ENTERPRISE



+601133885804



PRODUCT - F&B

## MUHAMMAD SYAMIM BIN MOHD SABRI



SYAMIM SABRI EMPIRE



+601123137882



SERVICE - F&B VENDOR

## NOOR A'IN BINTI WAZIR



NOORAINWAZIR ENTERPRISE



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PRODUCT - F&B

## NOOR SITI HAJAR BINTI HASSAN



SHFAMILY ENTERPRISE



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PRODUCT - F&B

## NOR HIDAYAH BINTI YAHYA



NORHIDAYAH



+60132411926



PRODUCT - F&B

## NORITA BINTI MOHD YUSOFF



AMH REGION ENTERPRISE



+601139872699



PRODUCT - F&B

# PARTICIPANTS LIST

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## NORIZALIZAH BINTI ISA



BILLION ELITE RESOURCES



+60183938229



PRODUCT - F&B

## NUR AZIHANI BINTI NOOR AZIZAN



A&J LEGEND ENTERPRISE



+60142640882



PRODUCT - F&B

## NUR EZZA EZZATY BINTI NOOR AZIZAN



ROTI JOHN WARISAN



+60182787289



PRODUCT - F&B

## NUR MARIANA BINTI ASMAULAH



D'KITCHEN HOUSE



+60143729660



PRODUCT - F&B

## NURANIS BINTI MOHAMAD SANI



INK & IDEAS STUDIO



+60189009800



SERVICE - PRINTING

## NURULHUDA ISMAIL



HUDA KEREPEK PISANG



+60177462289



PRODUCT - F&B

# PARTICIPANTS LIST

---

## NURULJANNAH BINTI MOHD DAUD



NURULJANNAH BINTI MOHD DAUD



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PRODUCT - F&B

## NUURUL FARAHAH BINTI AHMAD FUZILAH



AA VANILLA MANIS ENTERPRISE



+60182945053



PRODUCT - F&B

## RASYIDAH BINTI MAHARAM @ ZULKEPLI



JR SATAY



+601160562341



PRODUCT - F&B

## ROSEDAH BINTI MAT JAHIT



RMJ CITY RESOURCES



+60149900749



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



[www.instagram/taylors.community/](http://www.instagram/taylors.community/)



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



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[taylors.community@taylors.edu.my](mailto:taylors.community@taylors.edu.my)



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