


















# CORPORATE SOCIAL RESPONSIBILITY

## Sustainable Entrepreneurial Development

This programme focuses on **actual income increase**. We measure and track each participant's income increase. The impact of the programme to the community is **real, measurable** and **sustainable**.

KEY FEATURES OF THE PROGRAMME	PARTICIPANTS AND COMMUNITIES WE HAVE IMPACTED
<ul style="list-style-type: none"> <li> Average income increase of <b>100-400%</b> per participant</li> <li> Fast turnaround – income increase within <b>one month</b></li> <li> <b>No loans</b> are necessary</li> <li> <b>Measurable</b> results – income increase data &amp; video testimonials</li> <li> <b>Continuous</b> income increase even after programme</li> <li> Participants from <b>any background and financial status</b></li> <li> <b>End-to-end</b> project management</li> </ul>	<ul style="list-style-type: none"> <li> High-income entrepreneurs</li> <li> Youths</li> <li> Aspiring entrepreneurs</li> <li> Urban &amp; rural communities</li> <li> Hardcore poor</li> <li> Orang Asli (Aborigine)</li> <li> People with disabilities</li> <li> Retirees</li> <li> Single mothers / women</li> <li> Housewives</li> </ul>

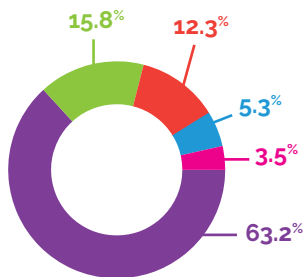
## TRACK RECORD

CLIENT	YEAR	# OF PARTICIPANTS	RESULTS <i>in monthly income increase on average</i>
Jabatan Perdana Menteri (Phase 1 - Pilot Phase)	2010	150	76% (RM 523)
Kuwait Finance House	2011	100	385% (RM 727)
Jabatan Perdana Menteri (Phase 2)	2011 - 2012	750	450% (RM 2638)
Yayasan 1MDB (Phase 3)	2012 - 2013	6000	266% (RM 1913)
Microsoft	2008 - 2012	400	100%
Petronas (to raise income of hardcore poor in Sabah & Sarawak)	2012 - 2013	500	142% (RM 264)

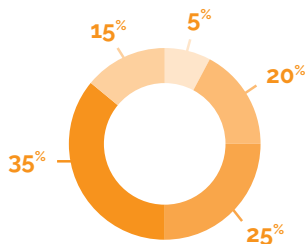
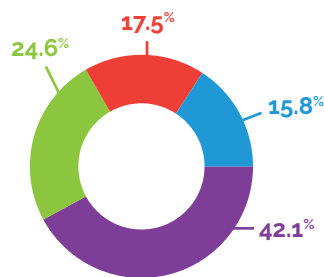
# PROGRAMME IMPACT

Based On Past Projects

Average Income Before Programme

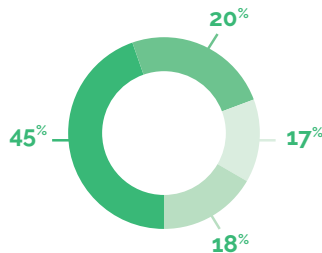


Average Income After Programme



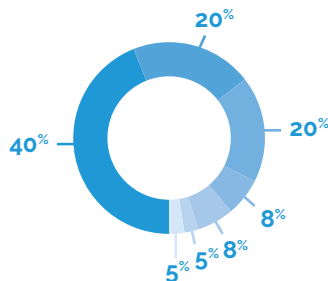
## KEY STRATEGY OF SUCCESS

- 35% Strategic Customers
- 25% Communication Skills
- 20% Active & Effective Marketing
- 15% Business Innovation
- 5% Product Differentiation



## PARTICIPANT FEEDBACK

- 45% Increased Confidence
- 20% Improved Self-Belief
- 18% Were Encouraged
- 17% Ability to See Possibilities



## TYPE OF BUSINESSES

- 40% Food Based
- 20% Clothes & Accessories
- 20% Agriculture
- 8% Computer & Electronics
- 5% Personal Care & Services
- 5% Travel & Transportation
- 2% Office Supplies
- 2% Education

# INCOME MULTIPLIER EFFECT

Impact of Programme towards Participants' Income

High Income to Even Higher Level	Average Income to High Income	Breakthroughs at Low Income Level
<b>Rumai Frozen Food</b> RM 12.6k ----> RM 63k	<b>Azman Sports Equipment</b> RM 2k ----> RM 6k	<b>Junaidah Tailor</b> RM 150 ----> RM 600
<b>Jimbau Construction</b> RM 8k ----> RM 12k	<b>Abdullah Rahim Restaurant</b> RM 15k ----> RM 32.5k	<b>Suraya Snack Processing</b> RM 500 ----> RM 1000

The income shown above is on monthly basis

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