

PUSAT PERKEMBANGAN MINDA ERA BARU



“

I found CGC’s service to be excellent, as they helped me with my paperwork, conducted a thorough audit of my premises and swiftly approved my BizWanita-i financing.

”

Panneer Chelvi Nalliah

Nilai, Negeri Sembilan
Education for Young Children

MANAGING RECOVERY

Panneer Chelvi Nalliah founded the Kumon Enrichment Centre in 2015 to be able to spend more time with her family and pursue her passion for teaching young children. As a former finance lecturer, drawing on her strong interest in mathematics, she opted for the Kumon franchise as her educational programme.

The pandemic was a challenging time for Panneer as the Centre had to switch to online Zoom classes immediately. This posed additional difficulties for some children who couldn’t keep up with the pace of virtual learning and required in-person coaching from their teachers. Eventually, parents adapted to online classes as the only viable option.

After the pandemic, demand surged for face-to-face classes, as many children had missed out on up to three years of learning this way. They struggled with their basic foundation. As a result, Panneer witnessed demand for the Centre’s services increasing significantly, as very supportive parents sought to address their children’s foundational gaps.

CGC’S COMMITMENT

Initially, Panneer launched her business on a small scale with only five tables acquired from a franchise-approved vendor. This constituted a significant portion of her expenses. Despite facing challenges in securing a loan, a bank representative recommended CGC. “I found CGC’s service to be excellent, as they helped me with my paperwork, conducted a thorough audit of my premises and swiftly approved my BizWanita-i financing.”

The Kumon programme is tailored to each student’s needs. With the funding, Panneer was able to procure all the necessary furnishings for her centre. Today, her premises are fully utilised, with classes available four days a week for 250 students. The main instructor (Panneer), a full-time teacher and six assistant teachers provide personalised coaching to around 25 students per session. For Panneer, seeing her students succeed in maths is the most rewarding aspect of her job.

NURTURING RESILIENCE

“Despite working until 10 pm, I am now able to have my children with me while I work, which was not possible before. Furthermore, I was able to send my children to international boarding schools after I started the business.”

GLORIA LEGAL



“

With CGC’s help I could pay my overheads, cover my costs and now operate from a new office with two other staff.

”

Gloria Christine Linus

Kota Kinabalu, Sabah
Legal Firm

MANAGING RECOVERY

During the pandemic, Gloria Christine Linus faced the possibility of shutting down her legal firm due to court closures and dwindling client numbers. As a backup plan, she sold locally-sourced lipsticks. This went well for three months, but she had to abandon it due to a lack of background in beauty. Now her firm is bustling again, Gloria is back to doing what she does best and is considering opening another branch in Keningau, Tambunan, or Ranau.

Gloria founded her legal business in 2018 in Kota Kinabalu, specialising in debt recovery litigation to expand her advocacy skills and increase her earnings as a businesswoman. She is passionate about helping those who are not well-informed about the law, especially *orang kampung* with property or land disputes.

The pandemic presented challenges for Gloria, with legal services classified as non-essential, clients delaying cases, and payments being held over. Despite these challenges, Gloria did not want to give up on something she had worked so hard to build.

CGC’S COMMITMENT

Gloria faced loan rejections due to poor cashflow management, but CGC’s BizWanita-i financing in 2020 helped her keep her business afloat. She even had to pawn her jewellery to pay for a new office after the pandemic. In 2022, BizBina-i financing allowed her to expand, “With CGC’s help I could pay my overheads, cover my costs and now operate from a new office with two other staff.”

This was a change she welcomed, as previously she had to perform all tasks herself: receptionist, runner and lawyer. Attending CGC’s TikTok workshop was another turning point, as she learned to gain more clients through knowledge-sharing. Her business has improved, with more clients for recovering debt cases.

NURTURING RESILIENCE

“Learn about cashflow, accounting, and tax before starting a business. Don’t jump into the water without knowing how to swim. Even my Form B makes me ineligible for loans, according to most bankers.”

FURMILY ANIMAL MEDICAL CARE



Since 2021 our business has improved by at least 80%. I'm very grateful to CGC for helping me grow my dream.



Dr. Siti Hajar Abu Bakar

Jitra, Kedah
Animal Medical Centre

MANAGING RECOVERY

Two years after graduating, Dr Siti Hajar Abu Bakar set up her own veterinary clinic in Jitra, Kedah. With very few private vet clinics in the state and demand for veterinary services growing, she seized the opportunity to realise her dream to help animals. "I am in love with animals and knew by the age of seven that I wanted to be a vet."

With vets considered frontliners during the pandemic, Dr Siti had to manage her clinic with very few staff and insufficient medical supplies. She even had to resort to sending an open letter to the Health Ministry to ensure her staff were duly vaccinated.

Proud of her achievements so far, she is not only ensuring excellent facilities but also raising animal care awareness and education in her community. Dr Siti and her team are involved in an advocacy initiative in Langkawi, too - the Track, Neuter and Release (TNR) project.

CGC'S COMMITMENT

In 2020, two years after starting her clinic in an old building, Dr Siti wanted to upgrade her professional vet services. Despite many financial institutions rejecting the relocation plans, CGC enabled her BizWanita-i approval. A year later, Furmily Animal Medical Care moved into their centrally-located, 3-storey building with an almost complete range of facilities.

Together with six other doctors and 23 staff, she hopes to grow her business into a 24-hour hospital for pets. Among other amenities, services at the new medical centre range from ultrasound and surgery to grooming and a blood work lab. "Since 2021 our business has improved by at least 80%. I'm very grateful to CGC for helping me grow my dream."

NURTURING RESILIENCE

"People can do a job, but not everyone can talk to cats and dogs. Working with animals requires a certain kind of patience and our biggest challenge is hiring staff with the right attitude."

MERAKI MEDICARE (MALAYSIA)



“With CGC’s BizMula-i financing, we were able to better manage our capital-intensive operations and credit limits.”

Shofian Safee

Ipoh, Perak
Pharmaceutical and Medical Goods

MANAGING RECOVERY

Shofian Safee’s mother, a nurse who had worked abroad for 20 years, planned to set up a medical supplies business with her son, a physiotherapist, upon returning home to Malaysia. Shofian registered their business with the Medical Device Authority (MDA) before her return, just before the first national lockdown.

Starting a business during the pandemic was a necessity for Shofian, but it turned out to be a great learning experience, too. Meraki Medicare sold disposable medical supplies, mainly to private hospitals. Since demand was high, they even exported a container of medical gloves to Uzbekistan. They initially tried buying their own machinery, but the high costs prompted them to collaborate with an Original Equipment Manufacturer (OEM) in Ipoh to produce their own brand of hand sanitisers.

The key lesson that Shofian has learned so far is not to be lazy and wait for government grants. He believes that any gains from loans should be reinvested into the business and not spent on accumulating personal wealth.

CGC’S COMMITMENT

When Shofian and his mother started operating in 2021, they required working capital. “With CGC’s BizMula-i financing, we were able to better manage our capital-intensive operations and credit limits.” Despite just the two of them working hard, their business is thriving and growing. They have established reliable contacts in the United Kingdom and the Middle East and are planning to expand overseas.

“We strive to educate our customers on the importance of using quality products, as we need to take care of our patients and our Malaysian people.” Shofian spends considerable time educating end-users about the quality of their products, which are sourced from reliable suppliers. He emphasises that their products are superior to cheaper options from China. Moreover, he collaborates with local manufacturers in Perak and Negeri Sembilan to ensure that 95% of their products are locally sourced.

NURTURING RESILIENCE

“We need to constantly convince our end-users why they need to choose our local products. At the end of the day, my goal is to help our local people and local manufacturers.”

BEGINS ACOUSTIC



“

During the pandemic, I secured my second financing, BizBina-i, to stock up on inventory, offer a wider range of products. Brought in new brands, and became a dealer.

”

Kenix Chua Chui Yin

Kuala Lumpur, Wilayah Persekutuan
Acoustic Treatment Services

MANAGING RECOVERY

As an audio engineering student, Kenix Chua set up her own studio at home with acoustic panels to record her assignments. When she posted her results online, she received many enquiries. That was when, eight years ago, she set up her business. Her team of five, including herself, provide consultation and installation services for studio acoustic treatment, as well as supplying sound-proofing materials. They customise solutions for residences and commercial properties to balance acoustics and interior design.

Keeping prices competitive is a key concern for Kenix, along with ensuring the quality of the products she imports. Before 2020, Kenix often flew to China to consult with her trusted factory, where they customise products according to her requirements. Hers is a niche business, and she is one of the very few women in the industry, with a lot of repeat customers and word-of-mouth referrals. From day one she has always done the marketing herself, consistently on social media.

CGC'S COMMITMENT

Kenix first applied for CGC's BizWanita-i in 2019, on her brother's recommendation to expand her business. With rising demand for home sound systems and noise reduction during Zoom meetings, she saw an opportunity to grow her business through acoustic treatment. "During the pandemic, I secured my second financing, BizBina-i, to stock up on inventory, offer a wider range of products. Brought in new brands, and became a dealer." In fact, Kenix now provides a one-stop solution for customers looking to set up an acoustic system from scratch, including those with no prior knowledge. Her business has thrived during lockdowns as people upgraded their home entertainment equipment. That was when demand rose for quality home sound systems and reduced noise and interference during Zoom meetings. Despite operating from her showroom again, the business remains available online and continues to thrive.

NURTURING RESILIENCE

"My passion for what I do gives me the resilience to pull through the ups and downs of running my business. I remain committed to educating my customers, opting to share knowledge when a majority of people remain focused on price."

JABA HOLDING



Financial institutions like CGC are essential for struggling small businesses, as they provide much-needed support. More financial institutions should focus on helping small businesses instead of focussing purely on profits.



Jaafar Awang

Bandar Melaka, Melaka
Building & Construction

MANAGING RECOVERY

Jaafar Awang has been in the building & construction business for the last 30 years. He began as a 'Lone Ranger', but has grown his business to include five office staff and 25 at his sites. Jaafar has always enjoyed his work and, even during the pandemic, tried to maintain a positive attitude. When his business was suffering, he didn't let the downturn percentages and challenges burden him. Instead, he went with the flow, following government guidelines and staying home during the MCOs.

Last year, Jaba Holding continued to face various setbacks. Payments from clients were slow, and the economy was underperforming. However, Jaafar was lucky that his suppliers were considerate. In the end, he asserts, adaptability and understanding of the situation helped him overcome the challenges. In addition, he was grateful for the relationships that he had built over the years. He is thankful, too, that all his workers are Malaysians, so any labour shortages have not affected his business.

CGC'S COMMITMENT

With cash flow a major problem in the last two years, Jaafar turned to CGC to keep his business afloat. The TPUB-i and BizMula-i proved to be a lifeline for Jaba Holding, enabling him to use the financing to keep his operations running. "Financial institutions like CGC are essential for struggling small businesses, as they provide much-needed support. More financial institutions should focus on helping small businesses instead of focussing purely on profits."

Jaafar believes that self-belief and confidence are the cornerstones of starting and growing a business. Furthermore, the value of trust cannot be undermined, as it is the foundation of any business in building a reputation among clients and suppliers. "Running a business takes a lot of effort, and there are no shortcuts to success. With enough capital, the right attitude and support, anyone can start and grow a successful business."

NURTURING RESILIENCE

"Listening to their requirements will earn us the trust of both suppliers and customers, so that we can deliver on our promises. If we can't deliver, we have to tell them why, without just disappearing."

CANTEEN LAB



The BizMula-i financing I received in 2022 helped with my cash flow, as we expanded the business. We purchased more raw material and had cash in hand for contingency plans.



Low Weng Shen

Subang Jaya, Selangor

Food & Beverage and Manufacturing

MANAGING RECOVERY

Kantin Lab's unique chip flavours, including Sambal Pedas Salted Egg and Malaysia's first Nasi Lemak chip, aim to recreate the affordable, nostalgic taste of school canteen chips. Co-founders Low Weng Shen and three friends formulated their first prototype in 2019, using household microwaves. They then priced them strategically lower than prevailing market prices.

The Mass Communications graduate's six years of experience at Mamee Double Decker provided valuable knowledge to help launch the business. As Low says, it also took courage and a deep understanding of the market. He enjoys accumulating knowledge and connections through his work. Yet the real satisfaction is their customers' enjoyment and craving for their products. This drives them to keep pushing forward. Pandemic-related setbacks Low now sees as a blessing in disguise. Although Canteen Lab was unable to expand to as many new accounts as they had planned, they were fortunate to have few fixed expenses at the time.

CGC'S COMMITMENT

However, supplying their products on time was a challenge due to their aggressive expansion last year. They secured seven new key accounts, including AEON and 7-11, with over 2,400 outlets. As a result, their production capacity was stretched to its limits, making it difficult to keep up with demand. Additionally, they faced cashflow issues because they had to purchase raw materials on shorter terms from suppliers while offering their retail partners longer payment terms.

CGC has been very helpful and supportive to MSMEs like theirs, helping them through the pandemic period. Low observes: "The BizMula-i financing I received in 2022 helped with my cash flow, as we expanded the business. We purchased more raw material and had cash in hand for contingency plans." In the coming years, Low and his partners plan to expand their business by moving to a larger production facility, launching new flavours and product categories, and exporting overseas.

NURTURING RESILIENCE

"Last year, we struggled with managing our cashflow while trying to grow the business. As the founder, I even had to forgo my salary at times. However, to reduce expenses, I stayed home more. The result: I lost a significant amount of unnecessary weight."

AYZN HOSPITALITY (RICHIAMO COFFEE)



“Other financial institutions require at least two years of business experience, so it’s great that CGC has faith in us. The officer is very supportive, quickly takes action, and I’m happy that she has my back.”

Puteri Nadzrul Faizur
Sungai Besar, Selangor
Food & Beverage

MANAGING RECOVERY

At 50, Chemical Engineering lecturer Puteri Nadzrul Faizur was looking forward to retirement as she marked the last of her students’ exam scripts. However, the next day she opened a cafe. Being the only partner without a full-time job, she had to jump right in without knowing anything about business. In March 2023, with 10 staff, the cafe celebrated its first anniversary.

The first year had been a steep learning curve. But Puteri Nadzrul had help from friends, one with extensive experience in F&B, another in accounting. Richiamo Coffee also guided them with useful advice. As a licensee, all the meals they sell, including cakes and pastries, must come from suppliers. With very IT-intensive operations, automated inventory and Google Data Studio to help Puteri Nadzrul optimise her time, the business gained efficiency. When AYZN Hospitality first opened, just after the MCO was lifted, people were eager to get out and were flush with cash. As time passed, however, sales reduced, prompting them to expand the menu and their promotions.

CGC’S COMMITMENT

Puteri Nadzrul approached CGC because the partners wanted to open another branch. CGC’s BizMula-i suited them as they needed capital to buy equipment and machinery, along with a down payment for rent. “Other financial institutions require at least two years of business experience, so it’s great that CGC has faith in us. The officer is very supportive, quickly takes action, and I’m happy that she has my back.”

She has attended CGC Developmental Programme® events, on Social Media Marketing and Canva. “I keep looking for new workshops to join, as they are free and good for gaining knowledge.”

NURTURING RESILIENCE

“When we initially opened our shop, our faulty electrical circuit caused frequent blackouts in our row of shops. Our cash flow for that month was not smooth, so we were unable to purchase supplies in bulk. As a result, I had to personally handle the deliveries. During puasa month last year, I drove for 1.5 hours every day to our shop in order to deliver all the stock from our suppliers in the Klang Valley.”

JD GLOBAL EMPIRE ENTERPRISE



“

However, during the pandemic, the business suffered greatly and the second CGC financing was utilised to revitalise the stock and the overall business.

”

Mohd Faizal Johari
Kangar, Perlis
Shoes and Apparel

MANAGING RECOVERY

In 2022, Mohd Faizal Johari faced numerous challenges as his online sales, which had thrived during the pandemic, dropped significantly. This was largely due to the fact that people were spending less time buying items online and more time venturing outside. Yet Faizal remains undaunted. He set up his business in 2014, turning his passion for shoes into an enterprise. Generally, business is good, not least because of his attitude to offering quality: “When we say ‘bundle sales’ we ensure that we select items, both shoes and apparel, that are in great condition,” Faizal explains. “Almost as good as new.”

He sources his products from South Korean and Thai suppliers, travelling to Thailand every month. He personally selects items that appeal to his clientele, and the result is repeat customers extremely satisfied with their purchases. This has enabled him to expand his business to three shops, in Kangar, Jitra, and the latest branch in Sg Petani, Kedah. To market JD’s products, he leverages all available social media channels. Particularly during the pandemic, he relied heavily on Facebook, Instagram, and Telegram to conduct live sales.

CGC’S COMMITMENT

JD Global Empire Enterprise used CGC’s BizMula-i and BizBina-i financing, with BizMula-i helping expand the business into three branches, pre-pandemic. Growth was steady. “However, during the pandemic, the business suffered greatly and the second CGC financing was utilised to revitalise the stock and the overall business.” Faizal’s focus shifted to online sales, with new stock uploaded daily and several live sessions to attract customers.

According to Faizal, running a business can be exhausting, but he finds it enjoyable. He is fully committed to it and sees no reason to turn back. Currently, he oversees a team of eight staff members, and his future plans involve opening branches in every state across Malaysia. The newest JD branch recently commenced operations in Kedah, and his goal is to open a new store annually.

NURTURING RESILIENCE

“When we have faith in our abilities, we must put forth our best efforts. It’s a matter of trial and error and, if things don’t go as planned, we must find solutions to overcome any obstacles that arise.”

ASHVERTISING MARKETING (SULTERA)



CGC's service is very efficient and considerate. Halim, who handles our account, was very helpful and worked fast to ensure that we received prompt financing disbursement.



Mohammad Ashraf Ab Aziz

Shah Alam, Selangor
Home Furnishings

MANAGING RECOVERY

Mohammad Ashraf Abd Aziz has a keen interest in travelling, hotel stays and interior design. However, his attempt to sell health products did not go as planned. As a result, he decided to pursue his passion purposefully and started a business. His venture, Sultera, specialises in home furnishings, particularly bedding, pillows and room décor, inspired by high-quality hotel products. He takes pride in transforming his customers' rooms into luxurious and prestigious spaces. The positive feedback he receives from his satisfied customers is what drives him to continue doing what he loves.

In 2017, he launched his enterprise with a primary focus on selling products online. Amid the pandemic, the business thrived, but stock depleted rapidly due to high demand. On the other hand, the post-pandemic period brought a new set of challenges for the company: 50% price rise by their supplier in China, currency fluctuations and supply chain issues, leading to delays in logistics. Furthermore, customers' preference began to shift to offline purchases, resulting in a significant drop in sales for the business.

CGC'S COMMITMENT

Already a customer of CGC's BizMula-i and BizWanita-i financing, Ashraf in 2022 applied for his third financing, BizBina-i. To mitigate the effects of raised prices and to secure his inventory, he negotiated a lower price with his supplier and, with the financing, purchased stock in bulk. "CGC's service is very efficient and considerate. Halim, who handles our account, was very helpful and worked fast to ensure that we received prompt financing disbursement."

In 2022, to control overhead costs, Ashraf had to make the difficult decision of letting two staff go. Along with that, he had to counter the decline in online customers and attract new ones. So, he opened a showroom in Shah Alam and participated in expos to increase visibility. Additionally, the business started to run quarterly campaigns to launch new product ranges.

NURTURING RESILIENCE

"Validate your business idea and products on a small scale before scaling up. Once you see a demand for your product, focus on gaining knowledge and expertise in business. This knowledge will enable you to take your business to the next level."

VALOR TRADING & E-COMMERCE



“

To succeed during challenging times, it's important to be patient and trust your vision. I'm glad CGC's BizMula-i financing helped us expand our inventory, as a struggling business.

”

Lim Chze Hou

Bagan Lalang, Prai
Online Retail

MANAGING RECOVERY

Director of mother-and-baby e-commerce retailer Valor Trading, Lim Chze Hou says, they were fortunate to stumble upon a good business partner to help expand their category offerings. Currently operating only in Malaysia, Valor Trading sells on multiple platforms, including Shopee, Lazada and TikTok. They specialise in creating innovative brands catering to the unique needs of mothers in Malaysia, introducing fresh, exciting products not commonly found in the market. Additionally, their products are reasonably priced, making them accessible to a wider audience, especially during the current economic circumstances.

During the pandemic lockdowns, Valor's sales grew. However, after the lockdown lifted, they were impacted by slowing demand and increased costs due to COVID-19 disruptions and economic slowdown. In 2022, demand for online sales decreased further, as people resumed their pre-COVID lifestyles, causing sales to stagnate. In addition, prolonged disruptions led to increased costs, making last year a particularly challenging one.

CGC'S COMMITMENT

To overcome the challenges faced in 2022, Valor Trading focused on aggressively expanding their product range and providing additional services to customers. With a team of up to 40 people, they also tried to cast a wider net by exploring new marketing strategies and channels. As a retailer, the company had limited options, but they tried to pay more attention to their customers' needs and adjust accordingly. It was a testing time, but they remained resilient and focused on adapting to the changing environment.

“To succeed during challenging times, it's important to be patient and trust your vision. I'm glad CGC's BizMula-i financing helped us expand our inventory, as a struggling business,” says a highly appreciative Lim. Nevertheless, he wishes the financing amount was larger and hopes that the great service that CGC provides for small businesses will extend to offering better financing products.

NURTURING RESILIENCE

“As a young business, I believe that the most important thing is to keep going, no matter what. It's the grit and perseverance that keep the business afloat, and the ability to solve problems as they arise.”

RM NIAGA



“

In early 2022, I acquired CGC’s BizMula-i, which allowed me to extend my office space, hire two more highly-skilled staff, and equip ourselves with computers and all the necessary tools.

”

Rasshimah Wagen
Sandakan, Sabah
Bookkeeping Services

MANAGING RECOVERY

In 2019, when Rasshimah Wagen started her business offering bookkeeping services, she felt anxious about the risks involved. She knew that she had to be meticulous and comply with government regulations. Her top priority was to ensure her clients’ satisfaction to retain them and expand her client base. To achieve this, she provided excellent customer service by sharing information transparently and collaborating with her clients to solve any issues. This focus led Rasshimah to her proudest achievement in 2022, helping six of her clients grow from enterprise into Sendirian Berhad.

Pre-Covid-19, RM Niaga had 30 clients on its books but, during the pandemic, the business expanded rapidly and now has 200. Many businesses that applied for government funding through financial institutions required assistance with their paperwork, creating an opportunity for RM Niaga to help.

In 2022, as the business grew, the biggest challenge she faced was finding highly skilled specialists who excel in their roles. And then paying the premium salaries required to attract and retain them. Overcoming this challenge was crucial to ensuring that her business could continue to thrive and deliver high-quality services to clients.

CGC’S COMMITMENT

“In early 2022, I acquired CGC’s BizMula-i, which allowed me to extend my office space, hire two more highly-skilled staff, and equip ourselves with computers and all the necessary tools.” Despite the concerns caused by the pandemic, it was a definite opportunity for RM Niaga to grow even bigger and serve more clients in need of assistance.

Rasshimah finds CGC’s financing products excellent, especially for smaller businesses requiring enough capital to ensure smooth cash flow and to expand operations. She has participated in various CGC Developmental Programme® workshops as well. As a direct result, she has improved her social media presence by sharing knowledge, tips and ideas. Not only have these posts garnered more engagement, they have earned her clients, too.

NURTURING RESILIENCE

“All my seven staff and more than 50% of our clients, are hardworking and determined women. I believe that women are capable of overcoming the numerous challenges, so I always encourage them to give their best effort and never give up.”

DISCOVERY ENGINEERING & SUPPLIER



To address these challenges, I applied for CGC's BizMula-i in 2022, which helped improve my cash flow. I used half of the financing to pay my suppliers and the other half to pay staff salaries.



Raddy Sarim

Kota Kinabalu, Sabah
Stationery

MANAGING RECOVERY

For the past six years, Raddy Sarim has been running a business that supplies and rents out office equipment and stationery, and offers contracting and maintenance services. He gained valuable experience in the industry while working as an employee in a similar business before venturing out on his own. Fortunately, the Covid-19 pandemic did not significantly affect his company, as his school contracts for photocopier machine rentals continued. Indeed, thanks to the strong relationships he has built with these schools, they offer him additional work. This includes small construction jobs, along with air-conditioner servicing and maintenance.

Raddy manages four staff in the Penampang office and has eight employees working outstation in places like Kota Belud, Pitas and Kota Marudu. In Sabah, it is common to change contractors every two years. Therefore, Raddy collaborates with his competitors, forming a consortium to take turns securing contracts. As his competitors are also friends, they work well together and offer good service, leading to many repeat customers.

CGC'S COMMITMENT

Raddy's biggest challenge is securing enough capital to invest in sufficient up-to-date equipment. Without this investment, he could not generate revenue through rentals. He also mentions that staff costs are high, as his employees travel frequently outstation and claim transport fuel fees. "To address these challenges, I applied for CGC's BizMula-i in 2022, which helped improve my cash flow. I used half of the financing to pay my suppliers and the other half to pay staff salaries."

Raddy constantly explores ways to reduce costs, while ensuring his employees' productivity and job satisfaction remain intact. In his efforts to grow and market his business, he sometimes has to reduce staff bonuses and be mindful of not overspending on overheads. Despite these challenges, he remains optimistic about the future of Discovery Engineering & Supplier and is committed to finding innovative solutions to overcome obstacles and thrive in an increasingly competitive market.

NURTURING RESILIENCE

"One effective approach to overcome challenges is to explore all potential options through collaboration. For instance, I maintain positive relationships with my competitors and work together with them to ensure fair distribution of business opportunities."

KEDAI EMAS BAIZURAH NAIM



“

In 2022, I received financing through CGC BizWanita-i, which I used to top up my stock. I worked closely with my suppliers to source trendy designs that had gone viral, and were both visually appealing and reasonably priced.

”

Nor Baizurah Naim
Bandar Melaka, Melaka
Gold Jewellery

MANAGING RECOVERY

Five years ago, Nor Baizurah Naim established her gold jewellery shop, after a year of selling items online. Despite having no prior experience in the gold-selling business, having previously marketed and sold makeup items online, she ventured into the industry. Initially, Nor Baizurah sourced jewellery from other agents. However, as her business grew, suppliers from across the states started visiting her shop to sell their products. Her Kedai Emas now exclusively sells 916 gold, including necklaces, bracelets together with smaller, budget-friendly pieces.

In 2022, Nor Baizurah experienced a surge in sales after the KWSP disbursement. Although she did not encourage customers to spend their money, they perceived gold jewellery as a valuable investment that they could pawn during challenging times. Due to her online sales, her customer base extended beyond Melaka to all other states, including East Malaysia. However, from September to December, business slowed, causing her to worry about six staff salaries and outstanding loans, although stock levels remained adequate.

CGC'S COMMITMENT

“In 2022, I received financing through CGC BizWanita-i, which I used to top up my stock. I worked closely with my suppliers to source trendy designs that had gone viral, and were both visually appealing and reasonably priced.”

Nor Baizurah leverages her expertise in social media marketing to promote her business on platforms such as TikTok and Facebook. She makes it a point to post regular updates, particularly when new stocks arrive. In addition to marketing her products, she and her team focus on providing exceptional customer service and stocking up on budget-friendly items to ensure that customers return. This approach has earned her a loyal customer base, with some patrons having supported her business for the past five years.

NURTURING RESILIENCE

“At times, we will face challenges that test our strength and resilience. In my area, there is stiff competition from businesses selling the same type of jewellery, but I remain steadfast in my faith and continue to persevere. I focus on taking care of our regular customers, as they are the backbone of our business.”

WATERLINE CE



“

I took on CGC’s BizBina-i and BizMaju financing to ensure that I have enough working capital to keep my projects running, as I need to manage my overhead costs and purchase material.

”

Kasrul Pulai

Kuching, Sarawak
Construction

MANAGING RECOVERY

With a diploma in Quantity Surveying and a degree in Construction Science, Kasrul Pulai established his business 13 years ago. Waterline CE specialises in general contracting, general services, and marine architecture and drawing. Kasrul takes great pleasure in being a business owner, as it allows him to work independently, as well as providing him with a more adaptable schedule.

Despite the impact of Covid-19 on his company, Kasrul was fortunate enough to have secured enough government projects to sustain operations during the pandemic. At present, although the market has marginally improved, the pace remains sluggish. Kasrul perceives that it is not the pandemic but rather the political environment that affects their business. This is because election years tend to bring in many projects, while activity slows down once elections are over.

In order to sustain business growth, he prefers to act as the main contractor. Sarawak’s state government has a rural transformation programme that awards projects below RM1 million through a draw system, rather than via tender. Fortunately, he has won a project every year for the past four years. Securing one project per year is sufficient for Waterline CE. Additionally, he submits tenders and typically manages to acquire 2-3 projects annually, enough to keep his business operational.

CGC’S COMMITMENT

“I took on CGC’s BizBina-i and BizMaju financing to ensure that I have enough working capital to keep my projects running,” Kasrul explains, “as I need to manage my overhead costs and purchase material.” CGC has been extremely beneficial for entrepreneurs like himself, he admits. CGC seminars and webinars have proved quite useful, so he makes an effort to participate whenever he has free time. Additionally, he finds their services excellent, while their officers go above and beyond to provide guidance.

His future plan is to purchase a warehouse if his business improves. Currently, he has an office, but it is becoming increasingly challenging to store materials, scaffolding, generators, and water pumps there.

NURTURING RESILIENCE

“It is crucial to maintain a steady flow of projects, regardless of their size. A business cannot afford to be without projects for any extended period. It is essential to consistently seek out new projects.”

BYSMI ICE CREAM



CGC was introduced to me by a friend, and now I have another friend who is also seeking financing through them. When I decided to expand my business by opening another branch in Kerteh, I opted for BizMula-i financing from CGC.



Mohd Syukran Abdullah
Kemaman, Terengganu
F&B Retail

MANAGING RECOVERY

At the age of 21, Mohd Syukran Abdullah realised that he could not become a millionaire by working for someone else. So, four years ago, he decided to go into business selling homemade frozen yoghurt and ice cream. He has installed machines in his shop to ensure quality. He promises that Bysmi Ice Cream tastes better than that of his competitors, as he only uses premium ingredients. Above all, he always relies on customer feedback. Apart from that, Bysmi offers new, inventive tastes such as crunchy Famous Amos biscuits and Nestum among their 24 toppings. And, of course, new flavours.

Despite encountering numerous challenges in his business, Syukran remains driven and perseveres regardless of any obstacles. He expresses his greatest satisfaction when many regular customers purchase and appreciate his ice cream. During the pandemic, sales did decline and Bysmi did not recover immediately. Still, he appreciates the significance of generating new ideas regularly to ensure faster business growth. Although he uses social media for marketing, he admits he is still learning and has room for improvement.

CGC'S COMMITMENT

“CGC was introduced to me by a friend, and now I have another friend who is also seeking financing through them,” Syukran says. “When I decided to expand my business by opening another branch in Kerteh, I opted for BizMula-i financing from CGC.” For him, CGC is a great institution for young entrepreneurs to get a head start in business, as it simplifies the necessary processes and regulations to obtain financing.

With four staff members, Syukran runs two shops - one in Kemaman and the other in Kerteh. His future plans are to focus on improving business systems and processes, acquiring more customers. He also is keen on becoming a major industry player, much like the bigger brands. However, his ultimate goal is worldwide recognition. Once he is able to sustain his current branches, he hopes to add more shops to his stable.

NURTURING RESILIENCE

“During the time when customers did not visit our shop, I had to go out to find them. I sold my ice cream by the roadside where people gather, from a cabin container that served as a drive-thru stop.”

JL MOBILE WORLD



I received the CGC BizMula-i financing in 2019, two years after starting my business, to facilitate its expansion. I gradually grew my business from four outlets and beyond with the skills and knowledge gained from my experience.



Simon Lim Chin Aun

Kuala Terengganu, Terengganu
Telecommunications

MANAGING RECOVERY

As a Maxis area manager for several years, Simon Lim Chin Aun gained extensive experience in working with service providers and mobile telecommunications dealers. Despite not actively seeking to start his own business, he recognised an opportunity and realised that he possessed the industry expertise necessary to take the plunge. Thus, in 2017, he launched his first JL Mobile World outlet. Over the past six years, leveraging his accumulated knowledge and experience, Simon has successfully expanded his enterprise, growing to 12 outlets in Kuala Terengganu and one in Jerteh.

In 2020, amid the pandemic, the mobile phone sector continued to thrive. Lim noted that people's purchasing power remained strong. However, in 2021 and 2022, he observed a slowdown in mobile phone sales, coinciding with the increased costs of living and goods.

CGC'S COMMITMENT

"I received the CGC BizMula-i financing in 2019, two years after starting my business, to facilitate its expansion. I gradually grew my business from four outlets and beyond with the skills and knowledge gained from my experience." Lim also expressed gratitude towards Juliana, a CGC staff member who assisted him with his application, as she continues to keep in touch, updating him on upcoming online programmes.

Lim's business witnessed steady growth in early 2022 but, by the third quarter, unpredictable fluctuating sales rendered the situation unsustainable. Most of his outlets were located in shopping malls, to capture walk-in customers. Consequently, he had to shut down six, leaving only seven. However, he managed to retain all his staff, only closing down the unprofitable outlets. In fact, he expanded the profitable outlets by converting some from one-shop to two-shop outlets, thereby improving their size and services.

NURTURING RESILIENCE

"It was a tough decision to shut down those shops, and I deeply regret having to do so. I had invested a considerable amount of resources in renovating and equipping them. Initially, I attempted to cut costs, but when it was no longer feasible, I had to make the difficult decision to let them go, in the hope of achieving long-term benefits for my business."