



In 2022, CGC launched the CGC100 programme to promote entrepreneurship among young people and encourage it as a viable career option. The youth entrepreneurship initiative, sponsored by CGC, is in partnership with the PINTAR Foundation and supported by the Ministry of Education. The programme is inclusive and diverse, empowering young people - mainly from the B40 and M40 groups - with skills and entrepreneurial training. It enables them to identify business opportunities, evaluate them, and act on them, particularly in the digital realm. Upon completion, participants can pitch their ideas to CGC for potential financing. CGC100 is aligned with CGC's CSR pillars of entrepreneurship, environment & community, education & healthcare.

CGC100 offers two programmes: the six-month Fast Track and the 12-month Comprehensive Track. The Fast Track is for individuals aged 19 to 23 with some basic entrepreneurship skills, while the Comprehensive Track programme targets 18- to 20-year-olds with minimal entrepreneurship skills.

The first Fast Track programme began on 4 October 2022, with 20 students graduating in March 2023. The vision of the programme is to elevate the MSME ecosystem in Malaysia by building dynamic business minds for the future. The programme has received positive feedback from participants, who appreciate the opportunity to develop their skills and gain knowledge. Above all, the CGC100 programme is a step towards creating a more entrepreneurial future for Malaysian youth.

### **CHONG JIA KUIK, 23**

Masters in Philosophy  
Universiti Tunku Abdul Rahman (UTAR)  
Dungun, Terengganu



#### **Online Gaming Payment Service**

“My business involves purchasing virtual currency for gamers in China and selling it to them. As a former YouTuber, I noticed that my subscribers faced difficulties in topping up virtual currency, which inspired my business idea. Through the programme, I gained insight into the importance of branding and how to publicise my business to reach a wider audience. Though I initially focused on sales, I now hope to apply the knowledge gained to improve my sales strategies and expand my business. The programme taught me to identify problems faced by others and to develop solutions to create a successful business. I found the other participants to be inspiring, hardworking, and always looking for ways to improve their businesses. Younger people today prefer to run their own business as it offers freedom and the potential to earn more. Overall, the programme has enriched my knowledge and has given me the tools needed to succeed as an entrepreneur.”

**MOHD IRSYADUDDIN ABDUL SUTRIN, 25**

Kuala Penyu, Sabah

**Air Conditioner Service and Maintenance**

“In 2020, during the pandemic, I was unfortunately retrenched. However, I saw it as an opportunity to start my business in Kampung Palu-Palu, my village. Having worked for three years in a similar capacity at an engineering firm, I had gained valuable, practical experience. My contacts in government departments helped me grow my business. During the programme, I realised the importance of communication, as I’m rather reserved by nature. The programme exposed me to successful entrepreneurs, and I learned a lot about marketing and financing. My goal is to expand my business by opening a proper shop and hiring workers, thereby creating job opportunities for people in my area. Running my own business presents its fair share of challenges, but I enjoy the sense of responsibility that comes with it. The programme has enriched my knowledge, and I believe it would be beneficial for future entrepreneurs.”

**NUR LIANA FARHANA HASNI, 24**

Kangar, Perlis

**Beauty & Spa**

“As a therapist, I noticed flaws in the industry that I wanted to rectify. I aimed to provide personalised treatments without overhyping results. I had always dreamt of owning my own spa, but it wasn’t until the MCO that I had the chance to make it a reality in 2020. Before the programme, my knowledge was limited to books like The Business Model Canvas. However, I learned a lot from business experts and grasped the importance of writing effective business proposals. I used to believe that a sustainable business depended solely on marketing, but I now understand that other criteria are equally vital. Pitching for financing was also a challenge but, with practice and feedback, I know where I need to improve. Despite having to close my spa during the programme, I hired two staff and worked as a mobile therapist in Kuala Lumpur. Thanks to the programme, I learned to take action instead of just planning. My next step is to introduce a mobile spa truck that will provide customers with the whole spa experience at their doorstep.”

**SITI NURUL AQILAH SHAHRUL AZMI, 24**

Kuantan, Pahang

**Traditional Kueh/Food**

“After running Kueh Comel Kuantan from home for four years, we finally opened our first shop at Arked Seri Damai in February 2022, towards the end of the CGC 100 programme. Our shop sells traditional kueh like keria, cek mek, and kueh getas, alongside simple afternoon meals. My parents manage operations, while I handle marketing. This programme has been a game-changer, teaching me how to manage staff, solve business problems, and work with experienced mentors closely. I’ve also learned how to brand my business and appeal to customers better. Problem-solving is the most valuable skill I’ve learned, enabling me to study problems and make informed decisions. Without this knowledge, I wouldn’t have had the confidence to open a shop or make decisions on my own. The programme enriched me as a person, and the knowledge-sharing among the positive circle of participants was incredible. With newfound confidence, I plan to open a branch in Pekan within a year.”