

MSME SUCCESS STORIES



HOW A SINGLE LOAN INSPIRED A FINTECH POWERHOUSE

iPay88, now known as NTT Data E-Commerce Solutions Sdn Bhd, is a leading provider of digital payment services in Malaysia and the Asia Pacific region. With a footprint that has empowered tens of thousands of MSMEs, the company has played a key role in advancing Malaysia's digital economy. But its journey didn't begin with a major tech breakthrough – it started with a business loan that sparked a path of innovation and impact.

In 1999, founder Lim Kok Hing was running Grand Dynamic Resources, a growing telecommunications company that distributed prepaid mobile SIM cards. Although Lim had sharp market instincts and drive, his initial capital of RM10,000 was insufficient to scale the business. At a time when business was still largely conducted face to face, the RM500,000 CGC-backed loan he secured through Bank Bumiputra Malaysia Berhad (now CIMB Bank) proved instrumental. It enabled him to expand distribution touchpoints nationwide and grow his team from five to over 200 within just two years.

Recognising the shift toward online commerce, Lim and his team channelled the earnings from Grand Dynamic Resources to launch the Mobile88 website in the early 2000s. Initially serving as an information hub for mobile devices and telco plans, Lim soon sought to complete the customer experience by enabling online sales of SIM cards and prepaid reloads. This created the need for a secure online payment solution – an opportunity Lim seized by collaborating with banks to build gateways that enabled Mobile88 to accept VISA, MasterCard and online banking payments. iPay88 was born, and the rest is history.

Looking back, Lim credits that initial CGC-backed loan as the catalyst for his entrepreneurial success. In an era when startups with limited capital found it difficult to secure meaningful bank financing, CGC's role was pivotal in helping him launch and scale his vision.

Importantly, as a former startup owner, Lim also understood the struggles MSMEs faced in earning the trust of financial institutions. While many banks hesitated to serve small merchants, iPay88 stepped in to bridge the gap – taking on the risk and providing accessible, secure payment solutions that helped MSMEs digitalise. The result was transformational: merchants gained modern capabilities, and iPay88 became a household name in Malaysia's digital economy.

By 2015, the company had grown substantially and required more advanced IT infrastructure and global reach. Lim and his team invited Japan's NTT Data Corporation to invest, bringing the scale, expertise, and capital needed to propel iPay88 into its next phase of growth as part of a global technology network. The acquisition was a powerful endorsement that a Malaysian-born company could gain the confidence of an international conglomerate.

Reflecting on his journey, Lim underscores the importance of building a financial ecosystem that supports innovative entrepreneurs – of which there are many in Malaysia. Without access to early support, companies like iPay88 – and the thousands of MSMEs they serve – may never reach their full potential.

His story is a compelling reminder of the ripple effect that well-placed financing can create – fueling ambition, unlocking innovation, and empowering Malaysia's MSMEs to grow with confidence in an evolving landscape.



LIM KOK HING
iPay88



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KELVIN WONG
Yijia Food Enterprise



For businesses like these, CGC plays a crucial role in bridging the gap between traditional

know-how and modern demands—empowering passionate entrepreneurs to embrace digital tools, adapt to change, and stay competitive in Malaysia's fast-evolving economic landscape.

FROM HOME KITCHEN TO INNOVATIVE DELIVERY BRAND

CGC is proud to have played a pivotal role in Yijia Food Enterprise's transformation from a home-based family-run food delivery service into a structured and fast-growing business with modern operations and its own in-house delivery fleet.

The relationship began when the company faced cash flow disruptions during the pandemic. With CGC's guarantee, Yijia Food Enterprise secured working capital financing that enabled it to stabilise operations and chart a clear path forward. Rather than merely weathering the storm, however, they seized the opportunity to invest in packaging upgrades, digital infrastructure, and staff wages—scaling up operations without compromising on quality as demand returned.

CGC's financial backing and support also provided the confidence and resources for the company to establish its own delivery team, reducing reliance on third-party logistics and gaining greater control over service quality, delivery speed, and customer satisfaction which are critical success factors in the food delivery space.

These investments paid off, with Yijia Food Enterprise achieving RM900,000 in annual sales, a 70% customer retention rate, and launching a dedicated website to manage orders more efficiently.

Looking ahead, the company remains focused on expanding its offerings, forming strategic industry collaborations, and further enhancing the customer experience. As it scales with purpose, Yijia Food Enterprise will continue to draw on CGC's support—particularly in financing, advisory, and strategic connections—to navigate its next phase of growth.

TURNING POTENTIAL INTO PROGRESS

Airis Aesthetic Centre began as a home-based business led by Liana, an aspiring entrepreneur with big dreams but limited resources. Although she initially struggled with self-confidence, Liana brought strong passion and determination to her business. With the guidance she received from participating in the CGC100 Youth Entrepreneurship Programme, she found the clarity and conviction to take her business to the next level.

With the help of CGC100's curated modules and mentoring sessions, she overcame early doubts and, together with her business partner, developed a detailed business plan that enabled her to expand operations, hire staff, and diversify income streams. The programme's planning and pitching exercises were particularly instrumental in helping her formalise her vision and translate it into results.

For Liana, CGC100 did more than build business acumen—it reshaped her mindset. She discovered how structured planning can simplify decision-making and turn challenges into actionable steps. Today, Airis Aesthetic Centre has a new physical premise, a growing team, and sales that have doubled since she joined the programme.

Looking ahead, Liana is focused on taking the business further—not only in terms of profitability, but also in brand visibility, customer satisfaction, and social impact. With ambitions to tap into new markets and enhance operational excellence, she sees CGC as a continued partner in her entrepreneurial journey.



NUR LIANA FARHANA HASNI
Airis Aesthetic Centre



For Liana, the CGC100 experience confirmed that small businesses led by passionate founders can thrive when given the right tools and belief. Her message to other aspiring women entrepreneurs: don't let fear hold you back. With organisations like CGC ready to guide you, your dream can become your mission—not just a wish.

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GOBI KUMARAN A/L JAYARAMAN
GV M&E Engineering



Embodying the true spirit of unwavering entrepreneurship, Gobi's mindset remains

resilient: "Whatever happens, we must move forward in the right manner – and one day, we will achieve our goals."

OVERCOMING CHALLENGES WITH RESILIENCE AND INTEGRITY

GV M&E Engineering, a provider of mechanical and electrical contractor services, has weathered its fair share of financial challenges. A major setback came when a main contractor failed to honour payment for a large job, leaving founder Gobi Kumaran burdened with outstanding debts to workers and suppliers, and struggling to maintain enough working capital to take on new projects.

Despite having a solid reputation and a steady stream of job offers, Gobi faced a tough reality—many of the jobs came with payment terms of 60 to 75 days and no upfront deposit. Asking for a deposit meant risking the job, as competitors were willing to proceed without one. When he received an offer for a significant underground earthing project for a condominium's lighting system, Gobi knew financing was essential to take it on.

With CGC's guarantee, Gobi secured a BSN Teman Niaga loan in 2023. The financing enabled him to take on the project, keep his business running, and steadily repay outstanding debts—marking a critical step toward stabilising his operations.

Amidst these challenges, Gobi remains committed to doing business the right way. His strong work ethic and integrity have since opened new doors, including a solar installation project with more favourable payment terms. Although he still carries high monthly repayments, he is optimistic about improving the company's finances in the near future.

Looking ahead, Gobi plans to strengthen his cash flow, improve staff salaries, and build a more sustainable pipeline of projects. While his engineering talents are evident, he recognises the importance of improving his financial literacy and hopes to participate in CGC's workshops to sharpen his business management skills – something he had previously missed due to scheduling conflicts.

EXPANDING MARKETS AND EMBRACING DIGITAL TRANSFORMATION

When the pandemic hit, Winnex Worldwide—known for its specialised degreasers used for kitchenware and tableware—faced a steep decline in business. With restaurants and mall-based outlets shutting down, sales plummeted. After learning through Bank Negara Malaysia's media announcements that CGC was actively supporting SMEs through the crisis, Winnex reached out for assistance. Although the initial bank loan attempt was unsuccessful, this marked the beginning of a lasting and impactful relationship.

Since then, CGC has supported Winnex through a suite of developmental programmes focused on financial management, business expansion, and digital marketing. The company gained hands-on exposure through CGC's Networking Sessions, Access New Markets initiative, and TikTok Coaching Sessions – leveraging the insights gleaned from these engagements to strengthen its sales and marketing efforts. This enabled Winnex to successfully expand beyond the F&B sector into hardware outlets and supermarkets.

Through the networking sessions, Winnex engaged with potential partners in related industries, opening opportunities for resource sharing and collaboration that broadened both commercial reach and brand presence. Meanwhile, the TikTok Coaching Sessions enhanced the company's digital marketing fluency, sparking engagement with hotel restaurants and e-commerce influencers, and laying a strong foundation for entry into online sales channels.



Today, CGC's guidance has helped Winnex refine its financial planning, diversify marketing channels, and begin preparing for regulatory changes such as e-invoicing. More than just training, CGC's support has shaped Winnex's long-term strategy—helping the company shift its mindset from survival to sustainable growth in a competitive, digital-driven market.



ELISE HOW
Winnex Worldwide Sdn Bhd