

10 October 2017

MEDIA RELEASE

Three Micro Business Owners Receive AMP Capital Grant to Enhance their Businesses

1. Mdm Site Romnah Omar, 53, was working full-time in logistics for 15 years before she decided to stop working altogether after having her third child to focus on caring for the family. At the same time, she has been honing her interest in sewing by taking on alteration and tailoring orders for the last 30 years to supplement her household income. She also went through a course in fashion design before rebranding her small business to Hanmor Costura to include bridal tailoring and customisation services. Her venture has since become her main source of income. Having shown capability in enhancing and sustaining her business, Mdm Romnah is one of three graduates of the Micro Business Programme 2017 who will receive a capital grant of \$1,000 each from AMP at the *Micro Business Graduation Ceremony* on **Wednesday 11 October 2017 at 3.30pm** at **AMP Auditorium (1 Pasir Ris Drive 4)**. **The programme details can be found in Annex 1.**
2. Mdm Romnah joined the AMP Micro Business Programme 2017 to expand her business professionally, acquire business and financial acumen, as well as enhance her skills in making wedding crafts and accessories. Through the programme, she gained more confidence in her skills and in running her own business. Both Mdm Romnah and her sister also started their own brand, Rofabelle, which offers mass-produced ready-to-wear men and women clothing. With the skills and experience that they have, they are able to design and produce their own line of clothing and have since showcased their products at commercial platforms like CelebFest at Suntec and Safinah Spiritual Summit this year.

3. The other two recipients of the AMP Capital Grant are Mdm Khatija Begam Abdul Hameed, who offers cookies and *muruku*; and Mdm Ameerah Omar Talib, who specialises in traditional Malay delicacies. **Profiles of the AMP Capital Grant recipients can be found in Annex 2.**
4. All three capital grant recipients have shown the ability to enhance their micro businesses and have shown progress during their year in the programme, a key criteria in the awarding of the grant. They also show the confidence in sustaining their businesses with realistic and achievable strategies, and have fully utilised the new media platforms such as social media for the marketing of their products. With the funding received, they will be able to boost their business efficiency and increase their sales output through the investment in better trade equipment.
5. The three AMP Capital Grant recipients are also among 23 participants who have successfully completed the programme this year.
6. The Micro Business Programme was introduced in 2005 to assist individuals from low-income families to nurture their entrepreneurial spirit by equipping them with trade, business and IT skills to venture into micro businesses to supplement their household income. AMP partners SME Centre@SMCCI for the Micro Business Programme in order to enhance the business and IT skills training for participants of the programme. Through this partnership, participants are able to tap on SME Centre's wide range of advisory services such as business advisory and business diagnosis in the areas of business and IT processes throughout the different phases of the programme.

END

AMP MICRO BUSINESS PROGRAMME 2017
Wednesday, 11 October 2017
AMP Auditorium

Programme

3.00 pm	All to be seated at AMP Auditorium
3.30 pm	Arrival of Invited Guests
	Video Presentation
3.45 pm	Presentation of Certificates
4.00 pm	Presentation of AMP Capital Grant
4.15 pm	Group Photo
4.30 pm	Showcase Tour
	Reception & Networking
5.30 pm	End

MICRO BUSINESS PROGRAMME 2017 – CAPITAL GRANT RECIPIENT

Profile:	Kathija Begam Abdul Hameed, 51
Name of business:	Sabrina Homemade Cookies
Marital status:	Married
No. in household:	4
Average monthly sales income:	\$7,000 +

Background

Since young, Mdm Khatija has been exposed to the food business as her family ran a commercial food catering business. Whilst working under the family business led by her elder brother, Mdm Khatija attends to their business administration while also covering cooking duties in the event of shortage of manpower. She has also been running a henna art business for decades.

Recently, Mdm Khatija decided to run her own home-based business, Sabrina Homemade Cookies, which focuses on home-made cookies and *muruku*. Her interest started in 2014 when she started taking orders, supported by her daughter. She also took on baking courses at community clubs and from home-based trainers to develop her skills.

She then invested in a larger mixer, which resulted in a six-fold increase in their output – from 50 bottles in 2014 to 300 bottles in 2016. Overwhelmed by the good response, Mdm Khatija then enrolled into the AMP Micro Business Programme 2017 to expand her product line, and increase awareness of her brand.

Mdm Khatija hopes to utilise the AMP Capital Grant by purchasing better baking equipment such as chiller, grinder, freezer and oven, as well as improve on her product packaging so that she could place her products in food stalls and eventually, manage her own small shop one day.

Certification

- AMP Micro Business Programme 2017 – Food Business

MICRO BUSINESS PROGRAMME 2017 – CAPITAL GRANT RECIPIENT

Profile: Ameerah Omar Talib, 47
Name of business: Nashrah Secretz
Marital status: Married
No. in household: 6
Average monthly sales income: \$1,270 +

Background

Mdm Ameerah decided to start her own home-based business, Nashrah Secretz, which specialises in traditional Malay delicacies after she was retrenched from her job as a travel consultant last year. She has 40 years of experience in the *kuih*-making business, having helped her late mother and grandmother with their food orders. Mdm Ameerah also believes that there will always be demand for traditional Malay delicacies, and commits herself to ensuring that her products stand out from the rest in terms of quality.

Mdm Ameerah joined the AMP Micro Business Programme 2017 to acquire business know-how as she takes on her home-based business more seriously. After joining the programme, her sales increased by at least 30% and she has become more confident in offering other product varieties.

Nashrah Secretz's unique selling point is in offering quality products that retain their freshness and at affordable pricing. She feels that her strategy works as she has gained new customers while retaining her existing ones.

Mdm Ameerah will utilise the AMP Capital Grant by purchasing a bigger mixer, oven, and cooling shelf, which will increase her productivity and consequently, her sales. She is also looking at offering dessert packages to wedding companies in the near future.

Certification

- AMP Micro Business Programme 2017 – Food Business

Other Certifications Attained

- Basic Food Hygiene Course 2016
- WSQ Maintain Food & Beverage Production Environment 2016
- WSQ Prepare Basic Bread, Basic Cakes & Short-Crust Pastry 2016
- WSQ Pre-mix, Frozen & Bake-off Products 2016

MICRO BUSINESS PROGRAMME 2017 – CAPITAL GRANT RECIPIENT

Profile:	Site Romnah Omar, 53
Name of business:	Hanmor Costura & Rofabelle
Marital status:	Married
No. in household:	4
Average monthly sales income:	\$1,100 +

Background

Mdm Site Romnah was working full-time in logistics for 15 years before she decided to stop working altogether after having her third child to focus on caring for the family. At the same time, she has been honing her interest in sewing by taking on alteration and tailoring orders for the last 30 years to supplement her household income. She also went through a course in fashion design before rebranding her small business to Hanmor Costura to include bridal tailoring and customisation services. Her venture has since become her main source of income.

Mdm Romnah joined the AMP Micro Business Programme 2017 to expand her business professionally, acquire business and financial acumen, as well as enhance her skills in making wedding crafts and accessories. Through the programme, she gained more confidence in her skills and in running her own business.

Both Mdm Romnah and her sister have also started their own brand, Rofabelle, which offers mass-produced ready-to-wear men and women clothing. With the skills and experience that they have, they are able to design and produce their own line of clothing and have since showcased their products at commercial platforms like CelebFest at Suntec and Safinah Spiritual Summit this year.

With the AMP Capital Grant, Mdm Romnah hopes to buy an automatic sewing machine that will allow her to take on more orders at a shorter time.

Certifications

- AMP Micro Business Programme 2017 – Wedding Crafts & Accessories
- Attended Fabric Designing and Understanding Body Structure course by Pa Lin Arts School