

16 May 2019

MEDIA RELEASE

Graduates of AMP Micro Business Programme Hopes to Raise \$30,000 through Bake Sale

1. With the success of its inaugural bake sale last year, AMP is organising the second run of *Baking for Change* bake sale during Ramadan this year, in collaboration with four graduates of its AMP Micro Business Programme. The bake sale offers the opportunity for these graduates to give back to AMP and the community through raising \$30,000 towards its various social programmes and services.
2. Among these bakers is Mdm Rafizah Nijal, 42, who was one of five graduates of the programme last year who had received a capital grant of \$1,000 each from AMP upon graduating. Prior to running her own food business, *Fyza Bakers Delicatessen*, Mdm Rafizah had gone through two rounds of retrenchment during the economic downturn. She then decided to start her home-based business in 2004 to supplement her family's household income. From making traditional and frozen food like curry puff and *roti boyan* (potato pastry), she went on to acquire baking skills to expand her product offerings. She also tried her hands at social media marketing, starting with less than 100 followers on Facebook. Through the Micro Business Programme, Mdm Rafizah benefited from the trade, business and IT training and gained more confidence in managing her business. Today, her annual gross revenue has increased almost thirty-fold from \$1,200 to an estimated \$35,000, while her online base has grown to more than 3,000 followers. **Profiles of Mdm Rafizah and the three other bakers can be found in the Annex.**
3. The *Baking for Change* bake sale offers two festive cookie sets at \$75 each, comprising cheese stick, pineapple tart and red velvet cookie for Set A, and bangkit chocolate, Nutella tart and waffle crisp cookie for Set B. Order for the bake sale runs until 28 May 2019, or while stocks last.

4. Members of the public may visit bit.ly/BakingForChange19 to make their orders. They can choose to choose to self-collect the cookie sets at AMP offices at Pasir Ris and Wisma Geylang Serai, or request for delivery for purchases of four sets and above.

END

BAKING FOR CHANGE 2019**SET A****SET B****PROFILES OF BAKERS*****Rafizah Nijal***

Owner of Fyza Bakers Delicatessen

<https://www.facebook.com/fyzabakers.delicatessen>

Graduate of AMP Micro Business Programme & Capital Grant recipient (2018)

Mdm Rafizah baked the luscious Nutella and pineapple tarts for AMP's *Baking for Change 2019*.

She developed her passion for baking after facing two rounds of retrenchment during the economic downturn.

In 2014, she started her own home based baking business, preparing fresh homemade wedding and birthday cakes, as well as bread, pastries and other traditional *kuih*.



Prior to joining the Micro Business Programme last year, she had already attained numerous skill certifications such as a diploma in baking and cake décor. She graduated from her batch as valedictorian, where she inspired others to constantly look for ways to improve and stay abreast of new business opportunities.



Nur Nadirah Jamadi

Owner of Sweet Treats by Dee Chic

<https://www.facebook.com/sweettreats.deechic>

Graduate of AMP Micro Business Programme (2018)

Mdm Nadirah baked the delicious waffle crisp cookies and bangkit chocolate for AMP's *Baking for Change* 2019.

Prior to starting her own home based baking business, she went through two unsuccessful businesses. She then decided to pursue her passion in baking by specialising in fusion cookies. Besides cookies, she also offers a delightful range of *pulut hitam* and marmalade cupcakes, as well as brownies.

Nadirah took up the Micro Business Programme in 2018 to improve her business skills in marketing and product costing. She hopes to continue upgrading her skills and pursuing her dream of opening a kitchen studio in the future.

Nurizan M Ali

Owner of Sweet Morsels Cakes & Bakes

<https://www.facebook.com/Sweet-Morsels-Cakes-Bakes-100624946804715>

Graduate of AMP Micro Business Programme (2018)

Mdm Nurizan baked the delicious and crisp red velvet cookies for AMP's *Baking for Change* 2019.

She started baking at age 10, where she helped her mother with her bakes and grew her passion. While she accompanied her husband on his overseas job posting in Australia in 2015, she took the opportunity to



attain a diploma in hospitality majoring in patisserie. While living in Australia, she taught the ladies at a community centre and ran her own business selling cakes and baked goods to the Muslim community there.

After returning to Singapore in 2017, she continued running her business and even enrolled in the Micro Business a year later to further enhance her business skills.



Diyan Retnowati

Owner of Diyan's Dishes

<https://www.facebook.com/dyandr1>

Graduate of AMP Micro Business Programme (2016)

Mdm Diyan baked the Dutch influenced-Indonesian Kaasstengels cheese sticks for AMP's *Baking for Change* 2019.

Born in Kediri of East Java, Indonesia, she grew up with a love for cooking and baking. Her mother, a food caterer, was her earliest influence. Having graduated with a degree in accountancy, she spent more than a decade in the financial sector before moving to Singapore in 2011 after getting married.

Apart from caring for her two young children, she devoted her limited free time to baking. She found groups of friends comprising both locals and Indonesians based here, who shared her passion and with whom she could exchange recipes and ideas. This further fuelled her interest and she soon enrolled herself in the Micro Business Programme in 2016.

While popular in Indonesia, Diyan feels that Kaasstengels cheese sticks are relatively less known in Singapore, and hopes that they will someday enjoy a following here.