

20 January 2020

MEDIA RELEASE

AMP Supports Start-up Businesses and Budding Entrepreneurs through Micro Business Programme

1. When Nurseriwayat Rahim, 35, first started her home-based business, she did it solely to provide for her family of five and not out of a passion for baking. Her four children, one of whom has special needs, were the driving force behind the setting up of her cake business, Violet Frost, in 2013. In fact, at the time, she hadn't been professionally trained in baking or marketing, and only had limited experience from helping her mother prepare traditional *kuih* orders during festive seasons, as well as helping her aunt at a food centre in her teens. Her baking skills and business knowledge have grown since enrolling into AMP Micro Business Programme in 2015, which has helped her build resilience and scale up her business to what it is now. Despite having to sell off her shop to care for her late father in 2017, she went on to emerge as the winner of a reality television baking competition, Mediacorp Suria's *Kek Champion*, last year. Her annual gross revenue has increased from \$14,000 when it first started to an estimated \$36,000 today. As a graduate of the programme who did not receive the AMP Capital Grant previously, but has shown the capability in enhancing and sustaining her business, she received the AMP Promising Entrepreneur Award worth \$1,500 at the Micro Business Programme 2019 Graduation Ceremony. Three graduates of the Micro Business Programme 2019 also received a capital grant of \$1,000 each from AMP at the event.
2. With the aim of nurturing the growth potential of more home-based and small businesses alike Nurseriwayat's, AMP Singapore is opening the registration for this year's intake of the Micro Business Programme **from today to Friday 31 January 2020**. The programme is open to Singapore Citizens aged 21 to 50, with a combined gross monthly household income not exceeding \$4,000 or per capita income of \$800. Participants can choose to undergo training in the areas of food, beauty and wellness, sewing, or wedding crafts and accessories, and must also have basic skills or experience in the chosen field.
3. A registration fee of either \$200 or \$300 will be imposed, depending on the gross per capita income of the applicant. The fee is refundable for those who are not selected for the programme.
4. Participants will also benefit from a wide range of business advisory services such as mentoring and performance evaluation, provided by the programme partner, SME Centre at Singapore Malay Chamber of Commerce & Industry (SME Centre@SMCCI). The training includes modules such as business planning and management, business incorporation, managing customers' expectations, data management, accounting and introduction to social media.

5. The six-month training programme will begin in February and will culminate in the submission of an individual business plan by the participants to AMP for a chance to secure a \$1,000 capital grant from AMP to be used to enhance or expand their business.
6. Participants will also be considered for the AMP Micro Business Development Fund, which provides interest-free loans for graduates of the programme to finance an immediate business opportunity for their start-ups or to expand their current business. Successful applicants can receive a maximum loan of \$2,000 with a one-year repayment period.
7. Those interested can register for the programme at AMP offices in **Pasir Ris** (*1 Pasir Ris Drive 4, Level 5, open on Mondays to Fridays from 9.00 am to 6.00 pm, and on Saturdays from 9.00 am to 1.00 pm*), **Jurong** (*Jurong Point Shopping Centre, #06-02, open on Mondays to Fridays from 9.00 am to 6.00 pm, and on Saturdays from 10.00 am to 2.00 pm*) and **Wisma Geylang Serai** (*1 Engku Aman Turn, #03-03 Wisma Geylang Serai (Lift Lobby B), open on Mondays to Fridays from 12.00 pm to 8.00 pm, and on Saturdays from 10.00 am to 2.00 pm*). **The application form is also available on AMP's website at www.amp.org.sg.**
8. **Interested individuals who wish to register or find out more about the programme may contact Ms Mariam Mustaffa at 6416 1426 or email to mariam@amp.org.sg.**
9. 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 the SME Centre@SMCCI for the Micro Business Programme in order to enhance the business and IT skills training for participants of the programme.

END