

# CHANGE IS IN OUR HANDS

let's go one step ahead for a new change



**WomenBizSENSE**

Connecting Women Entrepreneurs in Penang





# CHANGE IS IN OUR HANDS

we're here to support | we're here to connect | we're here to collaborate

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## About Us!

WomenBizSENSE is a registered women entrepreneur organization based in Penang, Malaysia.

We are a non-profit organization, run by a team of committed volunteers who comprise women in businesses and we've been helping women entrepreneurs since 2006.

Our aim is to connect women entrepreneurs to the right people, right education and right resources they need to grow and prosper in business.





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## How WomenBizSENSE Started

**16 June 2006** will forever be a momentous date.

On this day, two women in business thought of an idea that would bring many women who are in business together and create a ripple in Penang.

Josephine and Krista decided to create an informal group of women in business because they wanted to meet other business women. That was all they aspired to. That's how they started WomenBizSENSE, a women entrepreneur organization.

It operated as an informal group until everyone felt it was finally time to formalize the group and become a more impactful NGO in Penang.

WomenBizSENSE was formally registered with the Registrar of Societies as Pertubuhan Usahawan Wanita Timur Laut & Barat Daya Pulau Pinang on

**19 October 2012.**



Krista Goon & Datin Josephine Yoong



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## Why WomenBizSENSE?

Many business women are also wives, mothers and caregivers with busy lives. Women shouldn't come to WomenBizSENSE meetings stressed out. Instead, it should be fun and engaging and at the same time, allow women to grow and support each other. It should work like a sisterhood. Friendships matter. People matter.

Truth be told, Jo and Krista started WomenBizSENSE because they could not find such a group in Penang. They wanted a group for women entrepreneurs to meet, share resources and pass referrals/business to each other without strict rules or restrictions which characterized certain groups.

### Objectives

#### Entrepreneurship & Education

- Provide Business Education
- Mentoring Program
- ROCK (Resources, Opportunities, Connections & Knowledges)

#### Support & Networking

- Opportunities for members to collaborate

#### Social Responsibility

- Women empowering women in need

SENSE in our name (WomenBizSENSE) is the acronym for Support, Education, Networking, Social Responsibility and Entrepreneurship. Each of these areas is the responsibility of our Key Area Directors in the WomenBizSENSE Committee.





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## WomenBizSENSE

### Vision

The women entrepreneur organisation dedicated to **nurturing and growing** a community of successful business leaders who impact society.

### Mission

We share **resources, opportunities, connections and knowledge** with established women entrepreneurs. We bring awareness to women to be part of the economy and provide business knowledge to those interested to start their business.

### Values



Trust &  
Respect



Teamwork &  
Integrity



Nurturing



Commitment  
& Passion

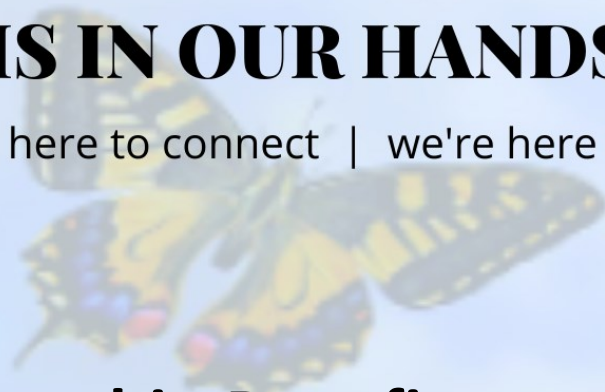


Progressive



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## Membership Benefits



Networking Opportunities



Leadership Opportunities



Continuous Education



Support & Friendship



Mentoring Programs



Information & Resources



Increase Visibility



Discount from members



Strategic Partnership  
Opportunities



Community

# STAY CONNECTED



# & COLLABORATE

Women Who Support Women Are More Successful

Successful Women Don't Compete. They Collaborate





you do not just wake up and become the  
butterfly

- *growth is a process*





**Sharing is  
Caring**



# SUCCESS IS LIKE AN ICEBERG

@ThePrudentGeneration



WHAT PEOPLE SEE



SACRIFICE



STAYING HEALTHY



GOOD HABITS



FOCUS



GROWTH MINDSET



DISAPPOINTMENT



PERSISTENCE



DAILY GOALS



MEETING TARGETS



EXPENSES



TEARS



DETERMINATION



TIME MANAGEMENT

REJECTED

REJECTIONS



SLEEPLESS NIGHTS

WHAT PEOPLE DON'T SEE

ThePrudent

# What is a Business Model Canvas?

By Amanda Athuraliya



## What is a Business Model Canvas?

A business model is simply a plan describing how a business intends to make money. It explains who your customer base is and how you deliver value to them and the related details of financing. And the business model canvas lets you define these different components on a single page.

The business model canvas is a strategic management tool that lets you visualize and assess your business idea or concept. It's a one-page document containing nine boxes that represent different fundamental elements of a business.

The business model canvas beats the traditional business plan that spans across several pages, by offering a much easier way to understand the different core elements of a business.

The right side of the canvas focuses on the customer or the market (external factors that are not under your control) while the left side of the canvas focuses on the business (internal factors that are mostly under your control). In the middle, you get the value propositions that represent the exchange of value between your business and your customers.

The business model canvas was originally developed by Alex Osterwalder and Yves Pigneur and introduced in their book 'Business Model Generation' as a visual framework for planning, developing and testing the business model(s) of an organization.

Got a new business idea, but don't know how to put it to work? Want to improve your existing business model? Overwhelmed by writing your business plan? There is a one-page technique that can provide you the solution you are looking for, and that's the business model canvas.

In this guide, you'll have the business model canvas explained, along with steps on how to create one. All business model canvas examples in the post can be edited online.

# Why You Need a Business Model Canvas?

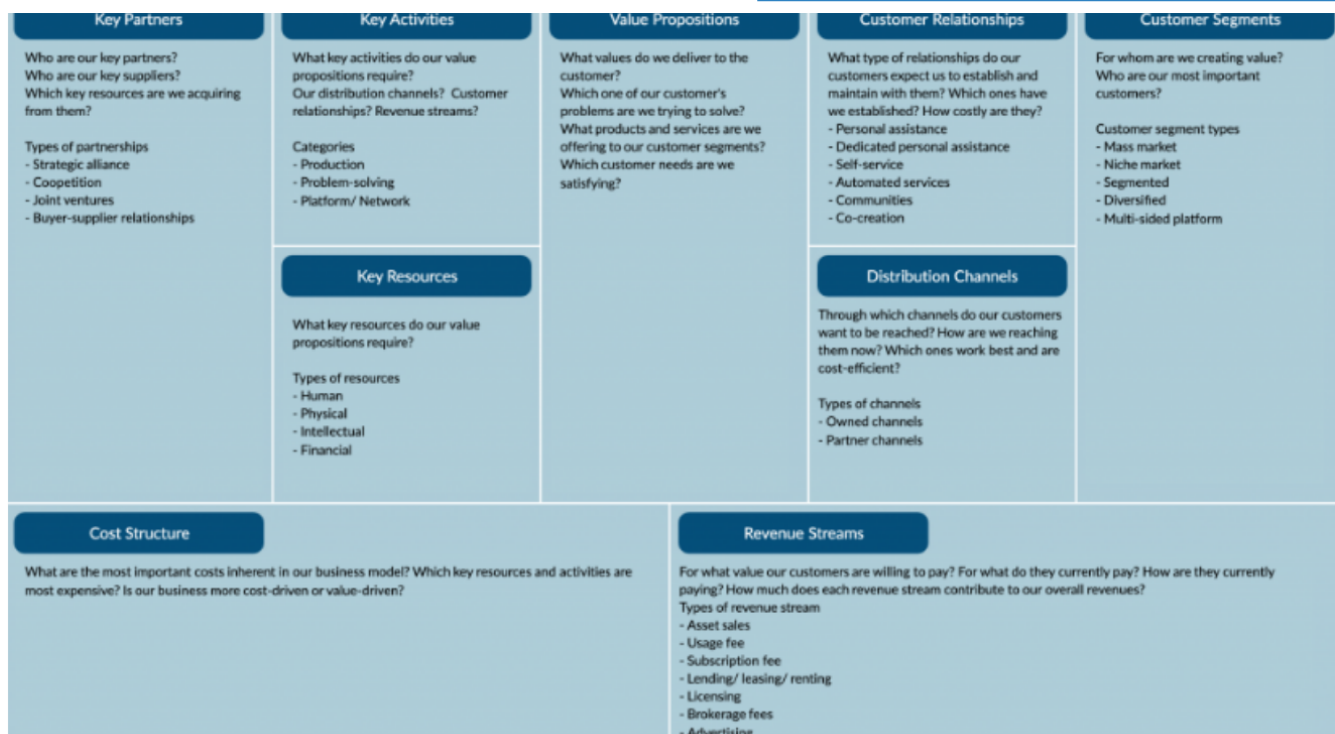
## Why You Need a Business Model Canvas?

- The BMC provides a quick overview of the business model and is devoid of the unnecessary details compared to the traditional business plan.
- The visual nature of the business model canvas makes it easier to refer to and understand by anyone.
- It's easier to edit and it can be easily shared with employees and stakeholders.
- The business model canvas can be used by large corporations as well as startups with just a few employees.
- It clarifies how different aspects of the business are related to each other.
- You can use a BMC template to guide a brainstorming session on defining your business model effectively.

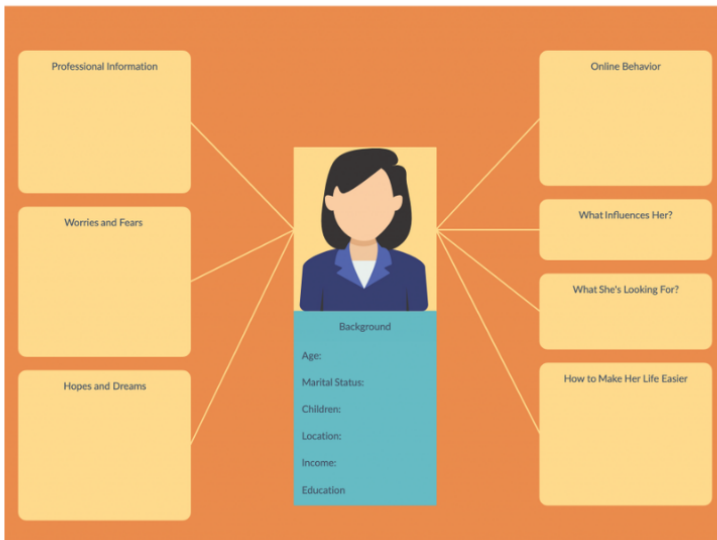
## How to Make a Business Model Canvas?

There are nine building blocks in the business model canvas and they are customer value proposition, customer segments, channels, customer relationships, revenue streams, key resources, key partners, key activities, and cost structure.

When filling out a business model canvas, you will brainstorm and conduct research on each of these elements. The data you collect can be placed in each relevant section of the canvas. So have a business model canvas ready when you start the exercise.



# What are the 9 Components of the Business Model Canvas?



There are different customer segments a business model can target and they are;

- **Mass market:** A business model that focuses on mass markets doesn't group its customers into segments. Instead, it focuses on the general population or a large group of people with similar needs. For example, a product like a phone.
- **Niche market:** Here the focus is centered on a specific group of people with unique needs and traits. Here the value propositions, distribution channels, and customer relationships should be customized to meet their specific requirements. An example would be buyers of sports shoes.
- **Segmented:** Based on slightly different needs, there could be different groups within the main customer segment. Accordingly, you can create different value propositions, distribution channels, etc. to meet the different needs of these segments.
- **Diversified:** A diversified market segment includes customers with very different needs.
- **Multi-sided markets:** this includes interdependent customer segments. For example, a credit card company caters to both their credit card holders as well as merchants who accept those cards.

## Customer segments

These are the groups of people or companies that you are trying to target and sell your product or service to.

Segmenting your customers based on similarities such as geographical area, gender, age, behaviors, interests, etc. gives you the opportunity to better serve their needs, specifically by customizing the solution you are providing them.

After a thorough analysis of your customer segments, you can determine who you should serve and ignore. Then create customer personas for each of the selected customer segments.

## Channels

This block is to describe how your company will communicate with and reach out to your customers. Channels are the touchpoints that let your customers connect with your company.

Channels play a role in raising awareness of your product or service among customers and delivering your value propositions to them. Channels can also be used to allow customers the avenue to buy products or services and offer post-purchase support.

There are two types of channels

- **Owned channels:** company website, social media sites, in-house sales, etc.
- **Partner channels:** partner-owned websites, wholesale distribution, retail, etc.

# What are the 9 Components of the Business Model Canvas?

## CUSTOMER RELATIONSHIP

In this section, you need to establish the type of relationship you will have with each of your customer segments or how you will interact with them throughout their journey with your company.

There are several types of customer relationships

- Personal assistance: you interact with the customer in person or by email, through phone call or other means.
- Dedicated personal assistance: you assign a dedicated customer representative to an individual customer.
- Self-service: here you maintain no relationship with the customer, but provides what the customer needs to help themselves.
- Automated services: this includes automated processes or machinery that helps customers perform services themselves.
- Communities: these include online communities where customers can help each other solve their own problems with regard to the product or service.
- Co-creation: here the company allows the customer to get involved in the designing or development of the product. For example, YouTube has given its users the opportunity to create content for its audience.

You can understand the kind of relationship your customer has with your company through a customer journey map. It will help you identify the different stages your customers go through when interacting with your company. And it will help you make sense of how to acquire, retain and grow your customers.

## KEY ACTIVITIES

What are the activities/ tasks that need to be completed to fulfill your business purpose? In this section, you should list down all the key activities you need to do to make your business model work.

These key activities should focus on fulfilling its value proposition, reaching customer segments and maintaining customer relationships, and generating revenue.

There are 3 categories of key activities;

- Production: designing, manufacturing and delivering a product in significant quantities and/ or of superior quality.
- Problem-solving: finding new solutions to individual problems faced by customers.
- Platform/ network: Creating and maintaining platforms. For example, Microsoft provides a reliable operating system to support third-party software products.

## KEY RESOURCES

This is where you list down which key resources or the main inputs you need to carry out your key activities in order to create your value proposition.

There are several types of key resources and they are

- Human (employees)
- Financial (cash, lines of credit, etc.)
- Intellectual (brand, patents, IP, copyright)
- Physical (equipment, inventory, buildings)

# What are the 9 Components of the Business Model Canvas?

## VALUE PROPOSITIONS

This is the building block that is at the heart of the business model canvas. And it represents your unique solution (product or service) for a problem faced by a customer segment, or that creates value for the customer segment.

A value proposition should be unique or should be different from that of your competitors. If you are offering a new product, it should be innovative and disruptive. And if you are offering a product that already exists in the market, it should stand out with new features and attributes.

Value propositions can be either quantitative (price and speed of service) or qualitative (customer experience or design).

## KEY PARTNERS

Key partners are the external companies or suppliers that will help you carry out your key activities. These partnerships are forged in order to reduce risks and acquire resources.

Types of partnerships are

- **Strategic alliance:** partnership between non-competitors
- **Coopetition:** strategic partnership between partners
- **Joint ventures:** partners developing a new business
- **Buyer-supplier relationships:** ensure reliable supplies

## COST STRUCTURE

In this block, you identify all the costs associated with operating your business model.

You'll need to focus on evaluating the cost of creating and delivering your value propositions, creating revenue streams, and maintaining customer relationships. And this will be easier to do so once you have defined your key resources, activities, and partners.

Businesses can either be cost-driven (focuses on minimizing costs whenever possible) and value-driven (focuses on providing maximum value to the customer).

## REVENUE STREAMS

Revenue streams are the sources from which a company generates money by selling their product or service to the customers. And in this block, you should describe how you will earn revenue from your value propositions.

A revenue stream can belong to one of the following revenue models,

- **Transaction-based revenue:** made from customers who make a one-time payment
- **Recurring revenue:** made from ongoing payments for continuing services or post-sale services

There are several ways you can generate revenue from

- **Asset sales:** by selling the rights of ownership for a product to a buyer
- **Usage fee:** by charging the customer for the use of its product or service
- **Subscription fee:** by charging the customer for using its product regularly and consistently
- **Advertising:** by charging the customer to advertise a product, service or brand using company platforms



**94% of Failure is caused by the system, Not the people**

Most people want to do a good job. Ninety-four percent of all failures are not because people don't want to do a good job. It's because the system they were using failed.

## HOW BUSINESS SYSTEMS CAN SAVE TIME AND MONEY

Ninety-four percent of all failures are not because people don't want to do a good job. It's because the system they were using failed.

We all know out of experience that it is very difficult to rely on people because we are only human. That is why you need to systematize your business so that you can rely on reliable and consistent systems and not people.

These systems are managed by your people, and makes not only your life, but also the life of everyone else working for you, so much easier. Systems will allow you to:

### **S**ave, **Y**our, **S**elf, **T**ime, **E**nergy & **M**oney

All wealthy people, and highly successful businesses have "million dollar" systems, or "tried-and-true" methods they have developed over the years of trail and error! If you need a million dollar system for your business, keep reading.

The ultimate goal is to create systems that minimize the cash required, risk involved, time spend, and daily effort in your business, and maximize sales, profit, cash flow and ROI.

By systematizing your business, you virtually guarantee yourself greater success and eliminate the biggest reasons people fail in business.



## Systematize your business and:

“Building  
Your  
Business  
Faster, More  
profitably,  
with Greater  
Ease” so you  
can “Earn  
More, Work  
Less and  
enjoy life”.

## HOW TO SYSTEMATIZE YOUR BUSINESS

Planning and research are absolutely necessary to the success of your systems. To correctly identify the systems that are essential for your business you will need to consider the desired outcomes of your business. Some useful ways to start this process could involve drawing up an **organizational chart** of the business, as you would like it to be.

The diagram should outline the structure of your ideal business. If you are a small business with one person covering many of the positions identified as key roles within your business, the goal will be to grow the business to match the chart. Start with the end in mind and work towards that goal.

Another basic way to begin your business planning is to create a "**work flow**" process. Start with a task and work your way through the process of dealing with that task. By working through the process you can identify a standard, efficient method of completing the necessary steps in a way that ensures customer and staff satisfaction.

These exercises will help you to identify the areas where you will need to implement systems. Keep in mind that common business systems include strategic business development, management, people, financial, marketing, administration, legal, information technology, and quality control and risk management.

Ultimately, these systems will ensure the smooth running of your business and help to increase the bottom line through consistent and reliable service.



## OTHER KEY BENEFITS OF A BUSINESS SYSTEM:

- Ensure customer service is always consistent
- Increase effectiveness and efficiency
- Allow you to develop a salable asset
- Reduce most of the risk for you as a business owner
- Allow you to employ staff with lower levels of skills
- Speed up the time to train them to become productive
- Enable you to leverage your time, your effort
- Ensure higher consistent quality control.
- Reduce risk and guarantee greater success
- maximize sales, profit, cash flow and ROI
- Minimize time spend, and daily effort in your business
- Increase bottom line profits and profitability

One of the key advantages of **systematizing your business**, is the business can run itself: the owner does not have to "work for" the business to keep it running.

Unfortunately, most business owners are not in this position. The reality for most business owners are they are the ones that keep things together, and often working longer hours than the employees.

For your business to work with or without you, and for your business to be profitable and expandable without creating tons of chaos – you must be absolutely clear on how things should be done. In other words, **documented systems!**



Ideas



Planning



Strategy



Success



If you're like most business owners, you're very good at what you do.

Almost too good. Odds are, you make all the key decisions, you handle all the important day-to-day activities, and you alone are the ultimate source of your company's revenue and profits.

In short, **YOU** are the "**go-to-woman**" for your business.

## **ARE YOU SELF-EMPLOYED OR ARE YOU AN ENTREPRENEUR?**

### **And that's a problem.**

You see, while you're tied up handling the day-to-day tasks of running your business, there could be thousands of dollars of unrealized profits slipping through your fingers. It might be painful to read this, but...

### **Your business Should NOT Revolve Around You!**

When your business revolves around you... you become a prisoner of your business. But when you systematize your business, you take back control of your life... and you can finally start growing your business... instead of just running it. First let ask yourself a very important question:

### **Are You Self-Employed Or Are You An Entrepreneur?**

To many, the terms "Self-Employed" and "Entrepreneur" mean the same thing. Being Self-Employed... is just another JOB. Outsiders might think that you're working for yourself... but you and I know the truth. Fact is, you're working to pay your taxes, working to pay your employees, working to keep the business at a steady level... you're working for the business.

But Entrepreneurs do things differently. A true entrepreneur spends a little time upfront implementing a turn-key approach to running a business... so that she can step back and let the business run on autopilot. Now... the business is working for the owner. If you want to be an entrepreneur... not self-employed. And if you want to be a true entrepreneur, you've got to systematize your business.

# Four rules for systematizing your business



## RULE 1

The first is **extraordinary systems, ordinary people**. Systems should be designed for people with the lowest appropriate skill levels for the job, not for the experts.

## RULE 2

Rule number two: If it's difficult, something is wrong, and when it's **easy**, you've got it right. Go into a McDonald's during peak hours; look at the way the staff interacts. Twenty people move back and forth rapidly, rarely getting in each other's way. Everyone knows what they're doing. Remember, we're talking about a business largely staffed with teenagers.

## RULE 3

Rule number three: To be a system it needs to be **written down**. As a business coach, we have over 1,200 pages of operations and training manuals, checklists, processes, blueprints, and flow charts. Until it's written down, it's just a notion in your head.

## RULE 4

Rule four is to deliver **consistent predictable** results every single time. If you go into a Macdonald's or Starbucks, whether in Vancouver, San Diego, or New York, your coffee and food will taste the same because their systems are designed to produce consistent results.



# 7 steps to systematizing your business



## STEP 1

Identify the key success processes of your business

## STEP 3

Document each step-by-step process and each of the tasks involved.

## STEP 5

Implement, train and delegate your team on those systems

## STEP 2

Map the step-by-step process & list of your most recurring tasks

## STEP 4

Create a step-by-step checklist of call-to-action for every processes

## STEP 6

Continue to review and improve the processes over time

## STEP 7

**IMPLEMENT**

### Now it is your turn.

Now you can discover this little known method -- what I call "Turn-Keying Your Business" -- to dramatically increase your income, take back your life... and expand your business without sacrificing your freedom, family and health in the process.

You are probably skeptical? That's only natural. After all, we've been taught that to get ahead, you've got to work hard. But you are only one person... and there's only 24 hours in a day. You can only do so much.

To smash through your current income levels, elevate your business to new heights, and finally break free of the never ending grind of running your own business, you **MUST** find a way to multiply your efforts... without doing all the work yourself.

<https://www.techtarget.com/searchcio/definition/workflow>

# WORKFLOW

By Mary K. Pratt

## What is a workflow?

Workflow is the series of activities that are necessary to complete a task. Each step in a workflow has a specific step before it and a specific step after it, with the exception of the first and last steps.

In a linear workflow, an outside event usually initiates the first step. If the workflow has a loop structure, however, the completion of the last step will usually restart the first step.

Tools such as flowcharts and process maps are used to visualize the steps involved in a process and the order they should go in. Flowcharts use simple geometric symbols and arrows to define if-then relationships. Process maps look similar, but they may also include support information. That information documents the resources that each step in a business process requires.

Workflow can be automated with software tools that use business rules to decide when one step has been completed successfully and the next step can begin. Some workflow management apps can also coordinate dependent relationships between individual steps, a concept known as workflow orchestration. Workflow management software also provides workflow templates for documentation and business process modeling, two important aspects of business process management (BPM).



# Types of workflows

## Sequential

This type of workflow has a series of steps that happen one after the other to complete the task. A loan application approval typically follows a sequential workflow, where a step is finished before the next one starts. A rules-driven workflow is a subset; based on sequential workflow, a rules-driven workflow progresses along a sequential path based on which rules get triggered.

## Parallel

With this approach, a series of steps is tackled concurrently to move the task toward completion. Employee onboarding workflow often takes a parallel approach because many of the tasks required of a new hire -- from healthcare insurance enrollment to security clearances to direct deposit forms -- can happen simultaneously.

There are other ways to categorize workflows, including the following three:

### Process workflow

This approach is comprised of a predictable, repetitive sequence of tasks or steps.

### Case workflow

With these processes, the exact sequence of steps needed to complete the task are unknown at the start and can vary case by case.

### Project workflow

The flow of steps proceeds in a structured path similar to process workflow, but there is some flexibility in when, how and even if all those steps must happen.

More infrequently, some people categorize processes as delivery, request- or task-based workflows. A state machine workflow is another possible category. It's traditionally considered a modeling style for event-driven workflows.

Workflows are also sometimes distinguished as manual or digital. Digital workflows are usually automated workflows and ones that use artificial intelligence (AI). Manual and digital workflows are also sometimes called human-centered versus system-centered workflows, respectively.

## 7 benefits of using workflow management to optimize tasks

1 Creating and building structured workflows brings consistency to how tasks are completed.

2 Tasks can be taught to and replicated by many, increasing operational resiliency.

3 It increases visibility into how a task is completed and the people and systems used to do it.

4 It allows managers to see bottlenecks and redundancies and identify ways to automate and improve them.



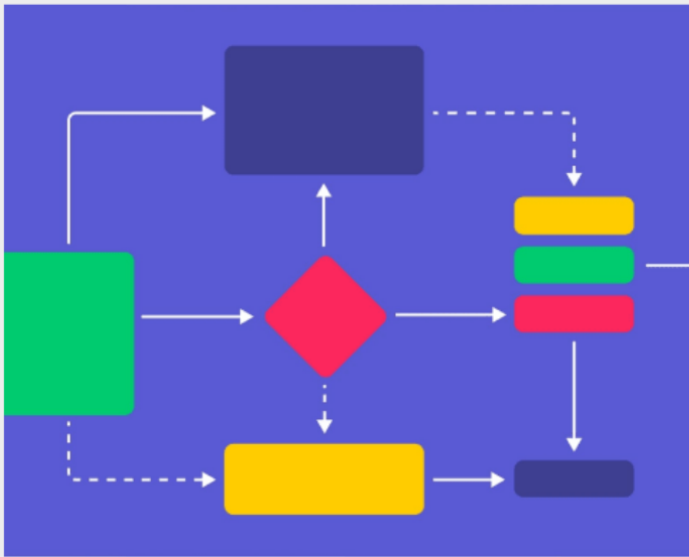
5 Automated, optimized and streamlined workflows save time and money.

6 It increases employee productivity and job satisfaction by eliminating repetitive, redundant and low-value activities.

7 It enables managers to better identify the specific skills required to complete the activities in the

workflow and align the right individuals to each of the activities.

# Examples and uses of workflows



Business workflows exist in every organization across all industries. Some follow similar steps, if not identical, in many organizations. Others are unique to industries or the enterprise that's using it.

Workflows can be found in all departments and functions in an organization from product development and project management to back-office administration and front-end customer service. Some workflows are highly structured, while others are completely unstructured. Many fall between those two extremes.

Each workflow moves data from one step to the next. That's what distinguishes a workflow from a checklist, which is a collection of unrelated tasks.

A company would use a workflow to describe the process for paying an electric bill. It likely involves the following steps:

- receiving the bill;
- reviewing the bill;
- approving payment; and
- disbursing the funds for payment.

A checklist can ensure adherence to the routine for powering down all electricity in a facility at the end of a business day. That's a process that doesn't necessarily involve specific steps happening in a certain order.

Typical processes that involve workflows include the following:

- approval of employee paid time-off requests;
- billing and invoicing;
- customer onboarding;
- intake of a customer request;
- onboarding new employees;
- performance assessment;
- processing sales orders;
- product assembly;
- sales fulfillment; and
- IT help desk ticket submission.



## How to create a workflow

Workflows exist in organizations even if they're not well-defined or managed to any degree. However, workflows that are not planned or managed often have operational inefficiencies.

On the other hand, workflows that are thoughtfully created and well managed are efficient. They are also less prone to errors and likely to improve over time.

The creation of a workflow involves multiple steps, which can be depicted in a workflow diagram as a sequence of steps or written as a list of required actions.

Creating a process-improving workflow requires the following series of tasks:

1. Identify the start and endpoint of the process.
2. List or map out each step required to move from the start point to the endpoint.
3. Assess whether these tasks must happen in a specific order and, if so, list or map them accordingly.
4. Determine and document the resources and roles within the organization that are required to complete each step. Add required workflow rules or business process descriptions.
5. Execute workflow.

## What are the components of a workflow?

There are three basic components within every workflow:

- Input is also called start or trigger. It is the information, materials and resources required to complete each step within the task.
- Transformation is also referred to as work. It involves the actions taken to perform each step and move through the sequential or parallel steps.
- Output is also called result or outcome. It is the result of each step that then becomes the input for follow-on steps within the workflow. The finished task is the final output.

Most organizations use workflow management systems to set up, document and monitor workflows. These systems have libraries of prebuilt workflows and provide building blocks that businesses can use to create new workflows. Some also have AI capabilities that can identify and add efficiencies and improve business operations and processes.

## What is workflow management?

Once an organization has created and documented a workflow, it must manage it as part of its overall BPM efforts. Workflow management is the discipline of creating, documenting, monitoring and improving a workflow. This process enables organizations to optimize workflows, ensuring each step is completed correctly, consistently and efficiently.

Workflow management also lets organizations identify and correct bottlenecks, superfluous steps and other problems within the workflow. Many of these could slow the execution of tasks in the workflow, increase the risk of errors and require more resources than necessary to complete an activity.

When effectively implemented, workflow management can continuously improve workflows within an organization.

Consequently, it saves time and money while reducing errors.



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**MEMBERS FROM  
BEAUTY INDUSTRY**

# MODERN ACTIONLOGY



Consultation

八字



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SOUNDS WAVES THERAPIST 音疗师

AROMA THERAPIST 香气疗愈师

MODERN NUMERLOGYS 时尚数字咨询师

MODERN BAZI ACTIONLOGY 时尚八字咨询师

BEAUTY IMAGE CONSULTANT 时尚形象品牌

WWW.68FESHOP.COM



# AUSTRALIAN Botanical Soap

Fragrances Available:  
 Olive, Manuka Honey, Frangipani,  
 Lavender, Eucalyptus, Lemongrass,  
 Goats Milk, French Pear, Rose Geranium,  
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Juanna, The Makeup Artist

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ORGANIC SKINCARE

Ally Bay's goal is to produce cleaner alternative, completely natural skincare products using pure, natural, organic that are free from harmful chemicals and toxins which is safe to use and gentle to your skin



## Our Logo

Our tree heart shape symbolises healthy skin start with natural ingredients from mother nature

## Holistic Approach

Organic Essential Oil provide us on-going wellness. Aromatherapy blends from essential oil provide us vital energy with uplifting scent

### Relaxing Oil Blend

*Lavender Essential Oil*  
+  
*Nylang Nylang Essential Oil*



Treat yourself to a peaceful night's sleep with our calming aromatic premium quality organic essential oils blend formulated to promote relaxation to help you to unwind for a good night sleep or can be use it as stress relief during the day.

## KEY INGREDIENTS

We use organic ingredients as they are kinder to the earth and our skin.

Using ethically sourced herbs, botanicals and essential oils that is free from harmful chemical, our formulator handcraft effective blends of love, science and nature. We combine with ayurvedic from ancient indian medicine with natural, organic ingredients and cutting-edge innovation.

### Small Scale Production

We make our products in small batches to ensure they are as fresh and effective as possible.

### Our Production Team

Carefully fill in products into jar and bottle by hand, labels and packages to ensure quality and consistency.



Connect with us on:



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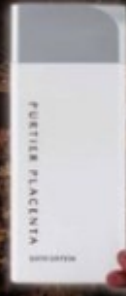
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## The Ultimate Perfect Innovative Breakthrough



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**NucleiClavem™**

Effects: Anti-inflammatory, anti-oxidation, anti-tumour, nourishing effect on blood vessels and lymphatic system, reduce heatness and detox, promote blood circulation, balance autonomic nervous system, regulate hormones, relax and increase stress-resistance. Long-term use can strengthen the body's immune system, reduce food poisoning, replace the need for western medicine. (the non-chemical and non-pharmaceutical drug), protect the liver (improve SOD, CAT enzyme activity), protect the pancreas.

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Blueberry



NucleiClavem



Protein



Apple Polyphenol



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Apple Polyphenol



Fucoidan



Avocado



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### Does this sound familiar?

Your child struggles with low self-esteem, confidence, anxiety or shyness and avoids trying new things or may have trouble managing big emotions.

You are having arguments with your kids because they won't help with chores at home, do their homework or practice their instrument, language or sport.

Your child could be a victim of bullying behaviour or perhaps is the one making poor choices with their peers.

Your family has been through a big change recently in the family dynamics, a move or starting at a new school, or transitioning from primary to secondary.

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Your kids can be empowered through our unique life coaching programs that teach them mindset skills and tools to enjoy greater resilience, self-esteem, self-confidence, self-leadership and so much more.

### Kids life skills coaching helps children:

- understand how their mind shapes their world & how they can shape their mind
- learn how to shift from victim thinking to powerful thinking and taking full responsibility
- to take risks and step outside their comfort zone
- handle disappointments, manage mistakes, overcome & manage fear and adapt well to change
- learn how to make good decisions based on who they are and stand up to peer pressure
- develop a vision for their life & learn how to set & use tools to achieve their goals rather than drifting through life

The programs are based on the globally recognised Adventures in Wisdom™ curriculum where kids learn life skills through the art of storytelling.

*A coach is someone that sees beyond your limits & guides you to greatness!*  
Michael Jordan



Pure Wonder Life

Explore the programs and book a free discovery call with Susie Macmillan to see how your child can best be supported @ [purewonderlife.com](https://www.purewonderlife.com)

*Please ask about the special discount for WBS Members*

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### Kid Entrepreneur Class 少年创业班

Children learn

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企业思维 | 品格 | 态度 | 职场技能 | 营销技巧

**1 hour zoom session**

小学组 7-12岁 | 中学组 13-17岁

**Primary group 7-12 years old | Secondary group 13-17 years old**

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(ABRSM)



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**Vocals**



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### EDUCATION



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Skills in English**




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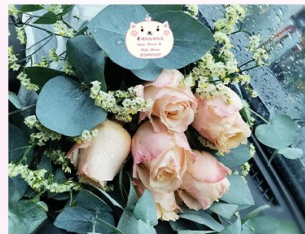


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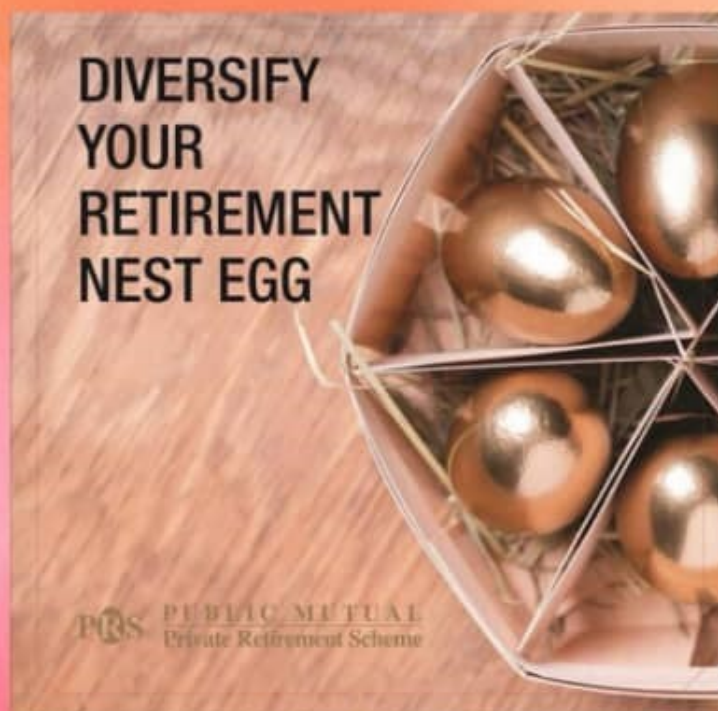
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**Doreen Tan**  
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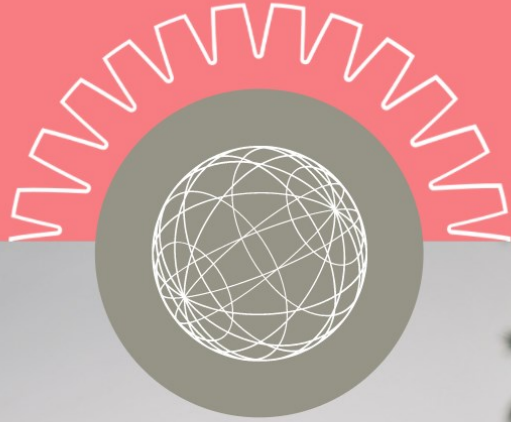


Please contact  
Arene Cheok  
012-4883311 for  
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- And many more.....

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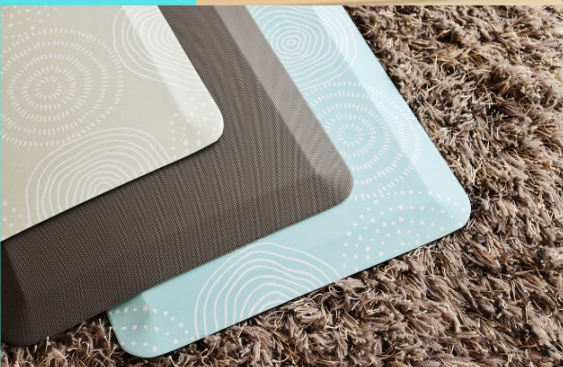


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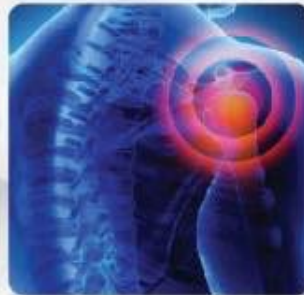
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- Promote **healing & fight diseases**
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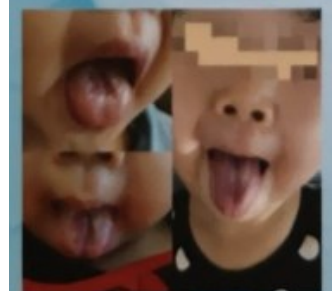
- To Balance - Auras
- Harmonise - Emotional stresses
- Stabilises - Sadness & Trauma
- Releases - Energy Blockages
- Improves - Structural Alignment
- Helps Body - Assimilate Nutrients
- Antidote Poison - Mercury, Lead, Cadmium
- Assist Recovery - from Illness



Workshop / Students lecturing



Cocsaikie & Thrush Problem



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Termites 白蚁



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Birds 鸟

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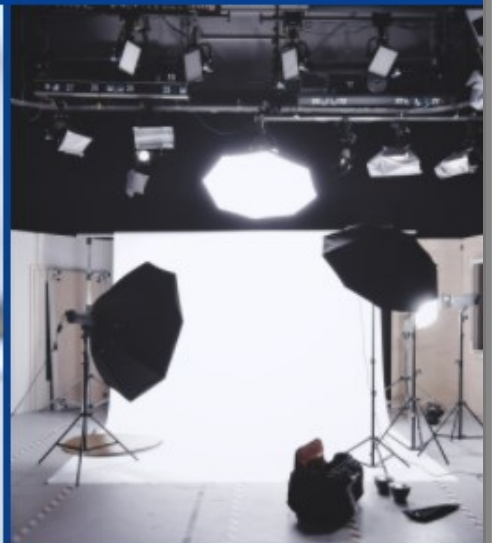
- Supplying Filipino domestic helpers to locals, expats
- Renewal of contracts/work permit/cancellation
- 

## **Business Needs**

- Retirement Homes
- Confinement Homes



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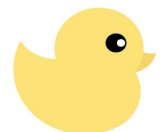
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**Yellow Duck**  
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# 30 DAYS OF WEBSITE IMPROVEMENT IDEAS

## DAY 1

REMOVE OLD STUFF FROM YOUR WEBSITE

## DAY 2

PUT UP YOUR LATEST MILESTONE /NEWS

## DAY 3

PUT UP A CASE STUDY OF A CLIENT YOU'VE HELPED

## DAY 4

MAKE A DATE TO HAVE PROFESSIONAL IMAGES DONE

## DAY 5

CHECK AND UPDATE YOUR PRODUCTS/ SERVICES PAGE

## DAY 6

REMOVE STOCK PHOTOS. USE REAL PHOTOS OF YOUR PEOPLE.

## DAY 7

ENSURE YOUR VALUE PROP IS CLEAR ON THE WEBSITE

## DAY 8

SIMPLIFY FORMS FOR BETTER CONVERSION

## DAY 9

CREATE AN INFO GRAPHIC TO EXPLAIN YOUR PROCESS

## DAY 10

FIX TYPOS OR GRAMMAR ISSUES IN YOUR CONTENT

## DAY 11

UPDATE WEBSITE WITH YOUR BEST CLIENTS' REVIEWS

## DAY 12

REVIEW YOUR MAJOR CALL-TO-ACTION ON YOUR WEBSITE

## DAY 13

CHECK IF YOUR MAILING LIST WORKS

## DAY 14

IMPROVE YOUR WEBSITE LOADING SPEED

## DAY 15

REFRESH YOUR ABOUT PAGE

## DAY 16

CHECK & REVIEW YOUR WEBSITE ON MOBILE

## DAY 17

CREATE A WELCOME VIDEO FOR YOUR WEBSITE

## DAY 18

TEST EMAIL YOURSELF FROM YOUR CONTACT FORM

## DAY 19

CHECK YOUR WEBPAGES' TITLE & DESCRIPTION

## DAY 20

CREATE A CONTENT CALENDAR FOR YOUR WEBSITE

## DAY 21

CREATE A FREEBIE OR LEAD MAGNET FOR YOUR WEB VISITORS

## DAY 22

CHECK IF LINKS ARE WORKING ON YOUR WEBSITE

## DAY 23

RE-PHASE YOUR PAGE HEADLINES

## DAY 24

REVIEW THE KEYWORDS IN YOUR WEBSITE

## DAY 25

GET A CLIENT TO REVIEW YOUR WEBSITE CONTENT

## DAY 26

COMPRESS PHOTOS TO MAKE THEM LOAD FASTER

## DAY 27

REMOVE OR REWORK PAGES THAT DON'T WORK

## DAY 28

REPLACE "I" OR "WE" WITH "YOU" IN YOUR WEBSITE CONTENT

## DAY 29

DECIDE IF YOUR BRANDING IS STILL ON-POINT

## DAY 30

UPLOAD TO YOUR WEBSITE YOUR OWN 30-DAY PLANNER LIKE THIS

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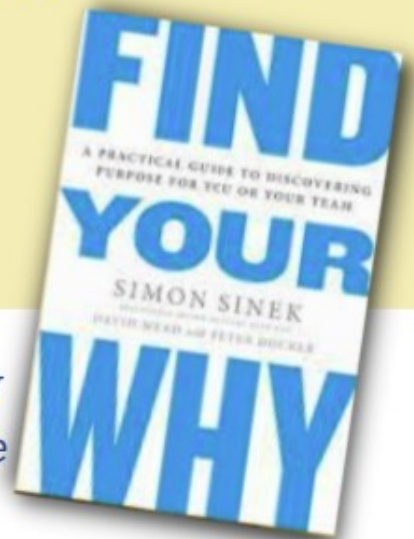
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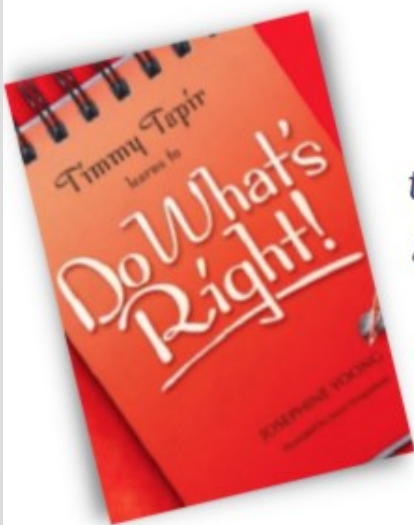
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THAT SELLS LIKE CRAZY

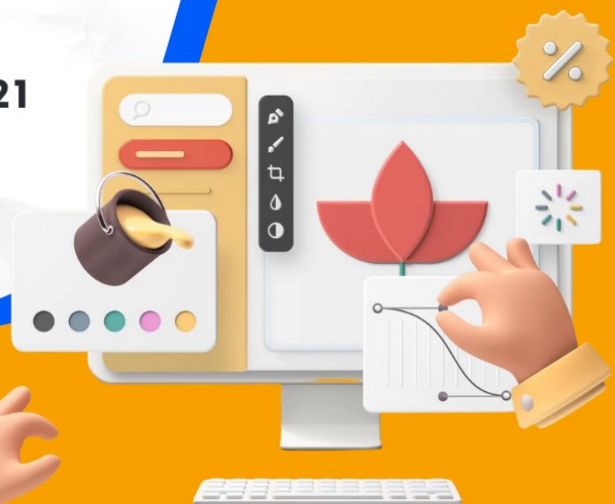
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- Content Writing

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Irene Goh. Li Li

Sharon Lim. Juanna

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Regine Choo. Gieni Teoh

Chloe Teng

December Babies

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Janet Teng. Sylvia Ang

Grace Tung. Josephine Yoong

Adeliisa Chan. Pauline Ang





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## OBJECTIVES

STAY CONNECTED

MEMBERS GET TO KNOW MEMBERS

CREATE COLLABORATION OPPORTUNITIES

MEMBERS SUPPORT MEMBERS

SPECIAL OFFERS FROM MEMBERS



## WBS E-MAGAZINE & E-DIRECTORY



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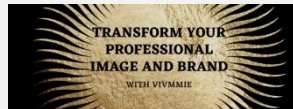
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  <p>MICHELLE YEO 012-6959598</p> <p>Offer Cuisine Selection Ranging from Modern Mediterranean Dishes to An Array of Irresistible Pastries &amp; Desserts</p> <p><b>10% Total Bill Above RM100</b></p>	  <p>SURINDER KAUR 019-236 4907</p> <p>F &amp; B Manufacturer &amp; Specialize in Tender Coconut Water Powder &amp; Coconut Virgin Oil</p> <p><b>RM10 Off Per Box</b></p>	  <p>KALI JAGATHAMBEGAI 018-7634906</p> <p>Specialize in Homemade Cakes, Cookies &amp; Home Catering for Small Parties</p> <p><b>5% Off for Fruit Cake</b></p>	  <p>BEE GNOH 012-4276021</p> <p>Café</p> <p><b>10% Off Total Bill</b></p>
 <p>VU THI THU HONG 011-36266205</p> <p>Specialize in Vietnam Food</p>	 <p>FARHANA 017-4166045</p> <p>Retail &amp; Supply of Chocolate, Class of Making Chocolate &amp; Chocolate Gallery</p>	 <p>JENNIFER LAW 012-4093813</p> <p>Pastries Baker Specialize in Portuguese Egg Tart</p>	 <p>SHARON LIM 012-4228738</p> <p>Specialize in Flower Tea Concoction Series &amp; Traditional Chinese Herbs Soup Packs</p>
 <p>TYRA WINSOR 017-5424982</p> <p>Specialize in Freshly Roasted &amp; Single-Sourced Coffee</p>	 <p>SRIHANI 016-7519207</p> <p>Specialize in Frozen Food</p>	 <p>SHARON TAN 012-4667000</p> <p>Import &amp; Export for Snacks &amp; Drink</p>	 <p>GILLIAN OON 016-4217685</p> <p>Homemade Lo Mai Kai</p>
	 <p>MIMI CHUA 011-33689569</p> <p>Cooking Per-Order Nyonya Dishes, Baking &amp; Retailing Food Items</p>	 <p>SYLVIA ANG 012-4315114</p> <p>Specialize in Supplying Hydroponics Vegetable</p>	

## Healthcare & Wellness

  <p>DR ZION NYU 018-7836189 Dental Service</p> <p><b>FOC</b> Full Month 3D Digital X-Ray &amp; Interpretation &amp; Analysis <b>10% Off</b> on General Dental Care</p>	  <p>GINA KOAY 012-4100225 Pharmacy</p> <p><b>RM5+20% Discount</b> for All Supplements &amp; Vitamins Except Promo Items (For Purchase RM50 &amp; Above)</p>	 <p>MEI LING 012-4758875 Specialize in Ginseng</p>	 <p>TAMMY YEOH 010-3895767</p> <p>Children • Adults • Seniors Wellness • Lifestyle • Soft Skills • Image • Performing Arts • Tesol • Transformer • Influencer</p>
  <p>CHLOE TENG 016-4032058 Physiotherapy &amp; Healthcare</p> <p><b>Free Consultation</b> <b>20% Off</b> on Treatment</p>	 <p><b>Greenlane Outlet</b></p>  <p>EUNICE CHIN 012-4090885</p> <p>Homecare, Health &amp; Wellness Retail Chain Store</p> <p><b>5%-15% Off</b> for Wellness &amp; Healthcare Items <b>15% Off</b> for Crocs Normal Price Shoes</p>	<p><b>SENTOSA 205 ENTERPRISE</b></p> <p>JENNY LAM 018-3704831</p> <p>Jensuperfoods Offers Products &amp; Services to Help Our Journey Towards Gut, Bone &amp; Joint &amp; Skin Health</p>	 <p>JOYCE WONG 016-8374509</p> <p>Wellness Coach &amp; High-Performance Coach</p>
 <p>XIAO SHIANG 019-4732473</p> <p>Specialize in Mental Health Psychological Services</p>	 <p>GRACE VU 012-5591905</p> <p>Trading of Hygienic Products &amp; Personal Protective Equipment</p>	<p><b>Dr Mecherl herbs</b></p> <p>DR. MECHERL LIM 016-557 9273</p> <p>Dr Mecherl Herbs Therapy &amp; Complementary Medicine</p>	<p><i>VivianTan Beauty House</i></p> <p>VIVIAN TAN 017-4277856</p> <p>Beauty &amp; Wellness Consultant</p>
 <p>ASHVINDERR KAUR 012-4235326</p> <p>Day Care, Nursing Care, Post Hospitalisation &amp; Rehabilitation Centre</p>	  <p>HAYZEL CHEAH 012-9230804</p> <p>Specialize in Promote Balance Walker &amp; The Transferable Insole</p> <p><b>15% Off</b> for Balance Walker's Orthotics Insoles</p>	 <p>GOSIA CANO 012-519 8254</p> <p>Certified Personal Trainer, Group Fitness Coach &amp; Health Coach</p>	 <p>JAZMIINN LIM 018-4624973</p> <p>Specialize in Energy &amp; Immune Booster Products</p>

## Household Goods & Services

  <p>PAM MUELLER 016-4150400 Household, Lifestyle &amp; Gift Store 10% on Selected Items</p>	 <p>REGINE CHOO 012-4875678 Specialize in Roofing &amp; Solar Energy Solutions for Residential, Commercial &amp; Industrial Market</p>	 <p>REGINE LIM 012-3173225 Certified Entomologist with Team of Licensed Fumigators, Pest Management Professionals &amp; Washroom Hygiene Experts Since 2003</p>	 <p>LYNN YEOH 016-4525289 Supplying of Filipino Domestic Helpers to Locals, Expats</p>
 <p>NEW STAGE DECOR GRACE TUNG 012-5222177 Specialize in Curtain, Wallpaper, Carpet, Flooring &amp; Interior Decoration Buy 1 Free 1 for Black Out Curtain 20% Off for Wallpaper</p>		 <p>YVELINE LIM 017-4585202 Specialize in Microfibre &amp; Other Cleaning Products</p>	 <p>SIEW KEE 012-4979113 Thermomix Distributor</p>
		 <p>JAZMIINN LIM 018-4624973 Thermomix Distributor</p>	 <p>FERNNY TAN 013-4519816 Specialize in BerryC Long Lasting Sanitizer Spray</p>

Logistic & Workshop	Real Estate		Studio
 <p>MILY GOH 016-7238373 Specialize in Supplying Tyres, Batteries to Car Servicing</p>	 <p>JANAKI 012-4282246 Real Estate Agent</p>	 <p>FLORENCE LIM 012-4869089 Real Estate Agent</p>	 <p>BAYZ BEH 012-5676641 Specialize in Photography Services</p>
 <p>WINNIE WONG 012-4935023 Courier Service 5% Off for Shipment Within Peninsula Malaysia</p>	 <p>JEANETTE REBECCA 012-4281101 Real Estate Agent</p>	 <p>MABLE ONG 016-4213232 Real Estate Agent</p>	 <p>JIN TING 012-4250827 Specialize in Photography Services</p>
 <p>DATO' CRYSTAL ONG 012-9018681 One Stop Total Packaging Solution</p>	 <p>PAULINE TAN 019-4525155 Real Estate Negotiator</p>	 <p>DEE LAND 012-6584174 Real Estate Negotiator</p>	 <p>GENNY TSE 012-4738860 Dance Studio</p>
	<p><u><a href="#">NINETY NINE REALTY</a></u> YEN CHING 012-4269180 Real Estate Negotiator</p>	 <p>名川国际房产 VIVIANA LIM 016-4560590 Real Estate Agent</p>	

## Professional



TRACCY YEAP  
012-2274386

Corporate Secretarial &  
Outsource Accountant



TRACCY YEAP  
012-2274386

Specialize in Legal Service



**REDBOX  
STUDIO**

KRISTA GOON  
016-4519193

Specialize in Website &  
eCommerce Development,  
Marketing, Content Creation &  
Online Courses



*DREAM Makers*

ENGEL CHEOH  
016-4977382

Specialize in Creative  
Production & Business  
Consulting



MAY TEH  
016-4018382

Tax Consultant



ZURENE CHEAH  
016-4308838

Communication Coach



GLOW STUDIO

KELLY TENG  
016-4788910

Specialize in Landing Page &  
Website Designer



BETTY SOO  
016-4229827

Specialize in Virtual Assistance  
Admin



SEAL DIMENSIONS  
SDN BHD

YUSNIDAR  
016-4547997

Accounting & Training  
Program



DR. WONG LAI YONG

012-2621478

Business Coach



Precious Pages  
RESOURCES  
(PG0246163-M)

JOSEPHINE YOONG

04-2297678

Specialize in Books & Publishing  
Services

5% - 10% Off Total Bill Except  
Promo Items



ELIZABETH IMAGE BRANDING

ELIZABETH HOR

017-4005988

Image Branding Strategist



TEBBY TAN

016-5556228

Specialize in SQL Business  
Accounting System



HOOI KIN

012-4953393

Specialize in Tax, Corporate  
Secretarial & Accounting  
Services



THE  
SPARK  
GROUP

JEANNE OOI

012-4298980

Leadership Intelligence Coach



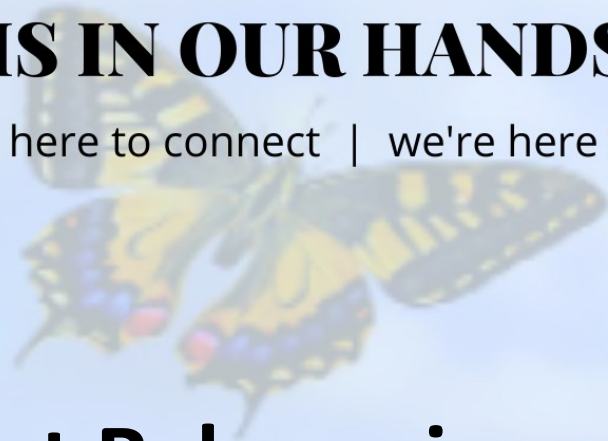
SUSAN CHUAH

<https://restoreorderforlife.com/>  
Organizing Consultant



# **CHANGE IS IN OUR HANDS**

we're here to support | we're here to connect | we're here to collaborate



**Next Release in  
January 2023**

