



Azlinda Binti Jeruna

Azlinda Binti Jeruna, hailing from PPR Ukay Indah, embodies ambition and dedication. Tirelessly working alongside her husband, she supports her family of five, with the eldest being only 15 years old. Her days are a carefully orchestrated balance: managing her slipper and shoe stall at the night market every Tuesday, Wednesday, Friday, and Saturday, and ensuring her family's needs are met before 3:00 p.m. During her work hours, her eldest daughter and husband shoulder the household responsibilities.

The introduction of women of Will(WoW & Cagamas, an entrepreneurship programme, marked a turning point for Azlinda. Despite her packed schedule, she seized the opportunity to attend classes in digital marketing and baking. The digital marketing classes were particularly transformative for her business. Armed with new skills, Azlinda expanded her business onto platforms like Lazada and TikTok, maximising her use of social media. Additionally, her use of WhatsApp has evolved into a potent tool for business enhancement.

Remarkably, Azlinda also discovered a passion for baking through the program. Eager to explore this new interest, she has begun practicing recipes like cheese tarts, marble cake, and carrot cake at home. The training has instilled in her the importance of vision and strategic planning. She is laying the groundwork for her future in baking, focusing on creating a solid foundation for high-quality products and sustainable business growth. Her efforts in menu planning and branding development reflect a strategic and thoughtful approach to her entrepreneurial endeavours.

Since launching her online business platform, there has been a noticeable increase in income, ranging from 20% to 30%, in a relatively short period of time. Reflecting on her journey, Azlinda underscores the value of knowledge, affirming that "knowledge is the key to success." Amid economic challenges and the responsibility of supporting her five children, she recognises the significance of each decision and its potential impact on her family's welfare. Looking to the future, Azlinda is enthusiastic about participating in more classes and eager to continue shaping a brighter future for herself and her family.