



## **Rokiah Binti Samsudin**

In the community of Flat PKNS Au2 Keramat Pangsa, Rokiah binti Samsudin shines as a symbol of resilience. A single mother since the loss of her husband 17 years ago, she has been unwavering in her dual role as provider and nurturer for her two daughters. Her commitment to their well-being and future has been her driving force.

Rokiah's transformative journey took a significant leap forward with her participation in the Women of Will (WoW) and Cagamas Berhad (Cagamas) Entrepreneurship

programmes. Joining this programme marked a pivotal moment in her life, building upon her initial involvement in WoW's first programme. The Entrepreneurship Programme, encompassing marketing, digital marketing, and baking skills, opened new avenues for growth and learning.

The programme's hands-on baking classes were a particular highlight for Rokiah. She cherished the face-to-face engagement and acquired new baking skills, which not only added to her personal development but also presented potential business opportunities. These newfound skills in baking brought joy and a sense of accomplishment as she explored the creative and practical aspects of baking.

Additionally, the marketing skills training, especially in digital marketing and TikTok, was transformative. Rokiah learned to harness these platforms effectively, reaching a wider audience and engaging with her customers more dynamically. She found that these digital tools allowed her to communicate her thoughts and offerings to her customers in a more impactful way.

Furthermore, the programme significantly improved her business acumen. The lessons in customer engagement and financial management, particularly the emphasis on effective communication, have been instrumental in her personal and professional growth. With these skills, she saw a notable increase in her income of 100% after the programme and improved her ability to manage her home-based babysitting service efficiently.

Today, Rokiah stands as a more confident entrepreneur and community leader, thanks to the comprehensive training provided by the WoW & Cagamas Entrepreneurship program. Her journey is a testament to the power of education and targeted skill development to transform lives. With her enhanced skills in baking, digital marketing, and customer communication, she continues to inspire and lead in her community, embodying the essence of empowerment and resilience.