



Siti Rahayu Binti Tahir

Among our esteemed participants, Siti Rahayu Binti Tahir of Flat PKNS Au2 Keramat Pangsa stands out as a master in the art of traditional kuih-muih. Specialising in catering for corporate offices and large orders, her business journey began to transform remarkably.

In collaboration with Cagamas Berhad (Cagamas), Women of Will (WoW) became a

pivotal force in Siti's development. The most notable among the programmes she engaged in was a marketing skills workshop. Here, she learned about leveraging online and social media platforms for branding. Implementing these lessons, Siti gave her business a unique identity with a distinctive logo, resonating deeply with her customers. Embracing the digital era, she ventured onto TikTok, showcasing the intricate artistry behind her kuih-muih. The response was overwhelming, catapulting her once local enterprise to fame well beyond Kuala Lumpur.

As orders surged, Siti witnessed a significant increase in her business revenue. The newly acquired marketing skills did not only broaden her customer base but also infused her brand with a heightened level of professionalism. This helped her increase her income by 150% after the programme. Reflecting on her experience with WOW and Cagamas, Siti highlighted the

lasting impact of personal development. In the realm of business, she mastered customer-centricity, a vital skill that contributed to an immediate spike in sales.

Siti's humble kuih-muih venture has now flourished into a major success. Her delicacies have become a staple at events and gatherings, exemplifying the transformative power of knowledge and community support. Siti has not only become adept in marketing; she has also embraced the enduring value of continual self-improvement, thus forging a legacy for WOW graduates.