

STROKES OF SUCCESS

SHE used to do occasional jobs like cleaning houses and brought home, at best, RM100 monthly. Now Che Noorfaezah Mat Nasir runs her own mobile traditional massage service and rakes in about RM2,700 a month. There is more. She has also started selling her own massage oil, a generations-old formula passed on by her father's family, and she hires neighbours to help with the bottling.

Hailing from Kuala Nerus, Terengganu, Faezah, 36, and a mother of seven, has targeted a spa as her next business goal. But before that, she and her husband have moved out of a rickety two-room shack on which they were behind in rental payments and into a much better place of their own.

This remarkable turnaround transpired after Faezah attended MyKasih's enterprise programme held jointly with Petronas' Planting Tomorrow #kitacipta campaign. During the six-month course, Faezah was filled with self-doubt, especially when she listened to success stories of other small entrepreneurs. Gradually, the coaches convinced her that she was a natural at traditional massage, just like her father, and that she could start a business with this skill. She began marketing her services on social media and quickly, clients started calling. Faezah's supportive husband helps by chaperoning her to clients' homes. ■



Morni Aluej (right) of Kampung Sungai Papan, Gerik, learns how to bud graft a fruit tree from staff at the Sabah Agricultural Department in Penampang