

Program Mentor Wanita Cukup Berani MAGGI® 2021 – FAQs

1. What do you hope to achieve with MAGGI® CukupRasa™’s ‘Program Mentor Wanita Cukup Berani MAGGI®’?

Objective of this programme is to inspire and provide opportunity to women from all walks of life, to build their confidence to pursue their dreams and aspirations. Through this programme MAGGI® CukupRasa™ encourages women to try something new, be it in the kitchen or in life

2. Can you please tell us more about MAGGI® CukupRasa™’s ‘Program Mentor Wanita Cukup Berani MAGGI®’?

At MAGGI®, we believe that every time you cook, there is an opportunity to make a positive difference, whether for oneself, your family and friends, and even the community. As such ‘Program Mentor Wanita Cukup Berani MAGGI®’ is meant to inspire and empower women by providing women skills. To guide and help women to set up food businesses and to stay true to our brand promise of You and MAGGI® Cook the Difference.

In order to achieve our objective, ‘Program Mentor Wanita Cukup Berani MAGGI®’ consist of three components

1. A series of digital workshops – namely ‘Bengkel Online Wanita Cukup Berani MAGGI®’
2. A Masterclass on ‘How to run a food business’ by an entrepreneur
3. A mentorship programme through ‘Resipi Berani Bersama MAGGI®’ (a reality series by MAGGI®) with the three MAGGI® mentors – namely Datin Paduka Eina Azman, Sheila Rusly and Anne Idris

3. Is the ‘Program Mentor Wanita Cukup Berani MAGGI®’ targeted at women only and why just women?

Women are motivated to create a better future for themselves and their families, to achieve financial independence, to self-learn, to develop and to contribute back to their household.

The latest research finding from Ipsos released in conjunction with IWD 2020 shows, building confidence is important to help women succeed.

With all the roles that women aspire to hold, we believe we should provide the support, confidence boost and motivation to empower women to reach their aspirations. However, whilst we encourage women, we most welcome the support of the men through this journey of empowerment!

4. Why did MAGGI® select Google as a partner for the ‘Program Mentor Wanita Cukup Berani MAGGI®’, specifically with regards to ‘Bengkel Online Wanita Cukup Berani MAGGI®’?

Women Will, a Grow with Google program and MAGGI® share a passion to inspire and empower women to make a difference in their lives. We believe that technology is an important tool in today’s world hence we leverage on Google’s expertise in technology to springboard us in creating greater economic opportunity for women.

‘Bengkel Online Wanita Cukup Berani MAGGI®’

5. Can you tell me more about the ‘Bengkel Online Wanita Cukup Berani MAGGI®’.

- We worked closely with Women Will, a Grow with Google program to craft the content targeted to help women who are interested to learn new skills to set up small businesses (technology, business acumen, cooking and food safety skills).
- Due to Covid-19 SOPs workshops will be conducted digitally.
- This is a free workshop, those interested will need to sign up through <https://www.maggi.my/ms/aktiviti-maggi/maggi-cukup-rasa/>

6. When will the ‘Bengkel Online Wanita Cukup Berani MAGGI®’ take place, and how many participants are you aiming for in total?

- We have three sessions of the workshops in total first session was held on the 6th – 8th April 2021, second session will be held on the 27th – 29th July 2021 and the third and last session will be held on the 12th – 14th October 2021
- Each workshop will be held across three days in total
- There is no limit to the number of participants for each workshop – we welcome all to join.

7. What will be covered in ‘Bengkel Online Wanita Cukup Berani MAGGI®’? How different is the content in 2021 vs 2020?

- The key modules will essentially be similar – we will still be covering key topics which encompasses (1) confidence building (2) Business Acumen (3) Cooking for business
- However, based on feedback gotten from the workshop participants in 2020, we have made key changes to the content
- As such for 2021 we have included some new topics on basic digital marketing skills and also impact of food waste on business. Besides that, there will be opportunity for Live Q&A with our mentors during the workshop and we have also incorporated more activities to aid the learning process

8. If I have attended the ‘Bengkel Online Wanita Cukup Berani MAGGI®’ in 2020, can I still participate in the ‘Bengkel Online Wanita Cukup Berani MAGGI®’ in 2021

- Definitely we welcome you to rejoin this series of workshops as we had made certain enhancements to the content.

‘How to run a food business’ Masterclass

9. Can you tell me more about the ‘How to run a food business’ masterclass?

- Only those who attended the ‘Bengkel Online Wanita Cukup Berani MAGGI®’ will be eligible to join the ‘How to run a food business’ masterclass. As such, this masterclass will only happen in Nov (30th November) after we complete all the three sessions of the workshop.
- We work closely with a famous entrepreneur Anne Idris – who is also our mentor for this programme to craft the content

- The content of this masterclass will be focused on providing tips and guidance on how to run a food business with real life examples and experiences from an entrepreneur to guide the participants on this journey
- Due to Covid-19 SOPs this session will be conducted digitally.

10. What is the criteria of the selection of the participants who want to attend the ‘How to run a food business’ masterclass?

- Only those who attended the ‘Bengkel Online Wanita Cukup Berani MAGGI®’ will be eligible to join the ‘How to run a food business’ masterclass. As such, this masterclass will only happen in Nov (30th November) after we complete all the three sessions of the workshop.
- From the “Bengkel Online Wanita Cukup Berani MAGGI®”, we will identify women who are genuinely interested to set up or expand their food business. Besides that, they should possess qualities such as – courage to try something new, have the motivation to make a positive change to their lives.
- The registration form for this will be shared during ‘Bengkel Online Wanita Cukup Berani MAGGI®’

‘Resipi Berani Bersama MAGGI®’

11. Can you tell me more about ‘Resipi Berani Bersama MAGGI®’

- ‘Resipi Berani Bersama MAGGI®’ is where the mentorship and interaction with all three mentors happen. Selected women from the ‘How to run a food business’ masterclass will undergo personal mentorship guidance with our three mentors – Datin Paduka Eina Azman, Sheila Rusly and Anne Idris in this programme.
- This mentorship programme will be recorded and aired on mainstream / digital media and the content will be used to inspire other women out there to embark on a transformation journey with MAGGI®

12. What is the criteria of the selection for ‘Resipi Berani Bersama MAGGI®’?

- Only those who attended the ‘Bengkel Online Wanita Cukup Berani’ and ‘How to run a food business’ masterclass will be eligible to be selected for ‘Resipi Berani Bersama MAGGI®’.
- The registration form for this will be shared during ‘How to run a food business’ masterclass
- From there we will call up those who are selected to go through an interview process

13. How did MAGGI® decided on these three mentors for “Program Mentor Wanita Cukup Berani MAGGI®”?

We are very honoured that they have decided to embark on this journey with us as well as they share our passion of empowering women.

Qualities of a mentor include having the confidence to do something different in their lives. Have passion in their respective fields and are motivated to inspire and help other women to make a difference in their lives.

Each of these mentors are highly successful, skilled and experienced in their respective fields. They have been through struggles and overcome challenges in setting up their businesses. They would be able to use their experiences to coach and guide the mentees.