



AFFIN Group, BG International, KPWKM, and Wasiyyah, through the AFFINGEM proposition, successfully hosted a two-day Women-Owned Family Business Sustainability (WFBS) workshop from 5–6 November 2025 at Menara AFFIN @ TRX.

The WFBS programme offers comprehensive advocacy, training, and mentorship designed to empower women entrepreneurs in strengthening and sustaining their family businesses across generations. Participants have acquired practical techniques in family business management, gained valuable insights from successful entrepreneurs, and broadened their professional networks by connecting with fellow women leaders.

The graduation ceremony for the programme will be held on 17 December 2025 at Menara AFFIN @ TRX, marking the culmination of this impactful initiative.

## BREAKING BARRIERS: How Female Founders Are Redefining Success in Male-Dominated Industries



### 1 E-commerce and Direct-to-Consumer Brands

Start by identifying a niche market with high demand, leverage social media to build a strong brand presence, and invest in high-quality product photography to attract customers.

### 5 Beauty and Skincare

Focus on product differentiation, use social media influencers for marketing, and ensure that your brand values align with customer expectations.

### 6 Finance and Investing

Educate yourself on financial trends, build trust through transparency, and network with other women in finance to gain insights and opportunities.

### 4 Coaching and Online Education

Clearly define your niche, build credibility through testimonials and case studies, and offer free content to attract and nurture potential clients.

### 2 Health and Wellness

Focus on authenticity and transparency, build a community around your brand, and ensure your offerings are backed by scientific research or expert advice.

### 3 Technology and Digital Services

Seek out mentorship from experienced tech leaders, build a strong professional network, and stay up to date with the latest technological advancements to remain competitive.

### 7 Sustainable and Ethical Businesses

Prioritise ethical sourcing, educate consumers on sustainability, and collaborate with like-minded brands to increase visibility and impact.

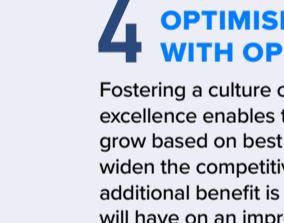
<https://www.quickanddirtytips.com/articles/how-women-are-redefining-success-in-these-7-growing-industries/>

## Mindset Matters: RESILIENCE AND EMOTIONAL INTELLIGENCE FOR MODERN ENTREPRENEURS



### 1 Increased Resilience

When we have a growth mindset, we view challenges as opportunities for growth and learning. This helps us bounce back more quickly from setbacks and stay motivated in the face of adversity.

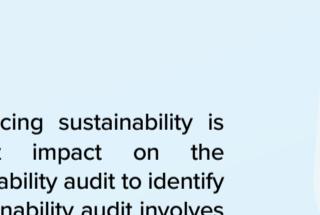


### 2 Greater Creativity

When we believe that our abilities can be developed through hard work, we are more likely to take risks and try new things. This can lead to greater innovation and creativity in our business ventures.

### 3 Improved Problem-Solving Skills

When we approach problems with a growth mindset, we are more likely to seek out solutions and experiment with different approaches until we find what works.



### 4 Better Performance

When we believe that our abilities can be developed through hard work, we are more likely to put in the effort required to achieve our goals. This can lead to improved performance and greater success in our entrepreneurial endeavors.



## Smart Systems: HOW TO STREAMLINE YOUR BUSINESS FOR MAXIMUM EFFICIENCY



### 1 OVERCOMING ORGANISATIONAL CHALLENGES

Executing a single process can involve multiple systems, applications, people, and whole business units. Often, organisations are tempted to add separate process management tools across several departments to solve their problems, creating a patchwork of solutions (often from different vendors).

### 2 HOW A UNIFIED APPROACH HELPS

A high-performing business needs to be able to transform, optimise, and control its processes across the entire enterprise. This requires process intelligence to identify bottlenecks and improve operational efficiency.

### 3 TRANSFORM PROCESSES TO TURN VISION INTO RESULTS

Streamlining processes optimises resources, improves operational efficiency, and can substantially reduce costs. Studies say that business process transformation can cut indirect costs by as much as 15–20% within 18 months.



### 4 OPTIMISE YOUR BUSINESS WITH OPERATIONAL EXCELLENCE

Fostering a culture of operational excellence enables the business to grow based on best practice and widen the competitive gap. A huge additional benefit is the impact this will have on an improved customer journey.



### 5 CONTROL PROCESSES FOR RESILIENT, SECURE PERFORMANCE

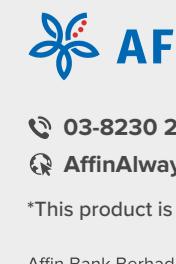
Having control over critical processes such as risk and cybersecurity involves having deep insights to ensure processes are really executed as intended and execution can be measured and controlled. That way a business can avoid compliance or performance issues (and avoid fines).

### 6 TURN YOUR PROCESS INTELLIGENCE INTO VALUE WITH ARIS

Inside the business, operations are siloed and complex, while rising customer expectations and regulatory compliance demand more agility. Outside, there's intense competition with market volatility threatening continuity.

<https://aris.com/resources/process-management/wip/process-intelligence/>

## Green is Gold: PRACTICAL WAYS SMES CAN START THEIR SUSTAINABILITY JOURNEY



### 1 Assess Your Current Impact

The first step towards enhancing sustainability is understanding your current impact on the environment. Conduct a sustainability audit to identify areas for improvement. A sustainability audit involves analysing your business operations, supply chain, and resource use.

### 2 Set Clear Goals and Objectives

Setting specific, measurable, achievable, relevant, and time-bound (SMART) goals is essential for driving your sustainability efforts.

<https://www.allirelandustainability.com/kickstart-your-business-sustainability-journey-the-ultimate-beginners-guide-for-smes/>

### 3 Engage Your Team

Your employees play a crucial role in your sustainability journey. Engaging them will foster a shared commitment to sustainable practices.

### 4 Implement Sustainable Practices

Once your goals are set and your team is engaged, it's time to implement specific sustainable practices. Here are some ideas tailor-made for SMEs:

- Energy Efficiency and Renewable Resources
- Waste Reduction Initiatives
- Sustainable Procurement
- Supply Chain Management

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### 5 Monitor and Report Progress

To ensure your sustainability efforts are successful, regular monitoring and reporting are crucial. Track your progress against your initial audit and set goals.

### 6 Continuously Improve

Embrace the idea of continuous improvement. Regularly review your sustainability strategy and seek new opportunities for enhancement.

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